

DAY 2 | WEDNESDAY, JUNE 17, 2015

## PLAYSTATION ADDS FUEL TO THE FIRE

SONY IGNITES GAMERS' IMAGINATIONS

The theme throughout Sony Computer Entertainment America LLC's Monday evening press conference at the 2015 Electronic Entertainment Expo (E3) was placing gamers first—introducing them to new concepts, new technologies, and new virtual worlds to explore.

SCEA President and CEO Shawn Layden had heads nodding and jaws dropping with the long-awaited reintroduction of designer Fumito Ueda's much wished for action-adventure, *The Last Guardian* for PlayStation 4.

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Uncharted 4: A Thief's End

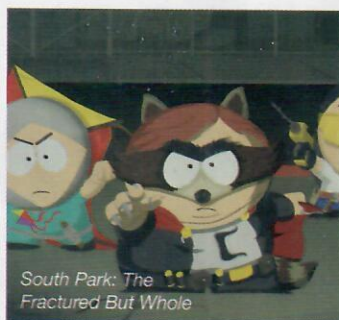
## CLASSIC MEETS MODERN

UBISOFT DOUBLES DOWN ON BELOVED TITLES

Ubisoft Entertainment kicked off its E3 press conference with a reaffirmation of its commitment to fans, punctuated with an hysterical view of the new *South Park: The Fractured But Whole*, for PlayStation 4, Xbox One, and PC. Series creators Trey Parker and Matt Stone announced that the new

game would feature kids from the television show—this time playing as superheroes—and would delve deep into the back story of the nameless new kid hero of the original game. *The Fractured But Whole* is available for pre-order now, though Ubisoft did not announce on which platforms or release dates.

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South Park: The Fractured But Whole

## NINTENDO'S ENDURING GAMES EVOLVE

TRANSFORMATION POWERS UPCOMING LINEUP



Super Mario Maker

In its annual E3 Digital Event on Tuesday, Nintendo of America Inc. President and CEO Reggie Fils-Aimé noted a distinctive theme that encompasses so many Nintendo experiences. "If there's a secret to the success of Nintendo franchises, it is transformation," Fils-Aimé said. "We never let them stand still."

Nintendo spotlighted this transformative theme in a wide selection of games coming to the Wii U and Nintendo 3DS platforms in 2015 and beyond.

Super Mario Maker allows players to create and share their very own sidescrolling Super Mario stages for

the first time in series history. The game employs the Wii U GamePad for detailed level construction. Players can place enemies, hazards, and more by tapping a stylus to the touch screen. Super Mario Maker includes stage elements from several past games—

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WB brings *Batman: Arkham Knight* and *LEGO Dimensions*.



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*Metal Gear Solid V* means more stealth-action for Snake.



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*StarCraft II* and *Heroes of the Storm* lead Blizzard's charge.

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**twitch**





The Last Guardian

## CONTINUED FROM COVER

Gameplay footage showed the cooperative efforts of the game's boy-hero and his gryphon-like companion as they navigated a treacherously derelict ruin. The incredible graphics—and one narrow escape after another—promise that *The Last Guardian* will deliver the brain-teasing suspense fans are expecting.

Sony had more than one surprise up its sleeve—namely the announcement of the *Shenmue III* Kickstarter and a remake of *Final Fantasy VII* for PS4. *Shenmue* creator Yu Suzuki was on-stage to announce the Kickstarter, which met its funding goal in a matter of hours. The project's success marks the completion of the *Shenmue* story and the realization of series fans' long-held dreams. *Shenmue III* will be released for PS4 and PC on a date not yet announced.

After using this wish-fulfillment to whet the audience's appetite, Sony revealed the new third-person action-adventure game *Horizon Zero Dawn*. This spirited collaboration with Amsterdam developer Guerrilla Games is set in the distant future, when humans have reverted to tribal status and must fight for their lives against dinosaur-like mechanical monsters. Then the action shifted to an urbane trailer for Square Enix's next *Hitman* game. Details are limited at this time, but Sony revealed that PS4 gamers who pre-order the game will get exclusive beta access, and all PS4 players will be able to enjoy six additional missions within the first year of *Hitman*'s release.

The hugely popular franchises just kept coming as Sony showed *Street Fighter V*, *World of Final Fantasy*, and *Assassin's Creed: Syndicate*. *Street Fighter V* came on strong with a dizzying trailer heralding the return of fan-favorite fighters Cammy and Birdie. Players who pre-order *Street Fighter V* will get exclusive access to the

beta beginning July 23, and Sony confirmed that the game will be available exclusively for PS4 and PC. The bobble-headed heroes of *World of Final Fantasy* promised to crank up the cute factor when they arrive in 2016 for PS4 and PlayStation Vita, while siblings and professional contract killers Jacob and Evie Frye guaranteed heart-stopping action in Ubisoft's *Assassin's Creed: Syndicate*, coming later this year.

After showcasing some of the world's biggest franchises, Sony then proudly introduced what may well be tomorrow's biggest hits. Shawn Murray of Hello Games kicked things off with a preview of sci-fi exploration game *No Man's Sky*. In an impromptu demo, Murray took the audience to the heart of the universe-sized sandbox where a space battle raged among planetary masses. Murray then zoomed the map back to a larger view of the universe and revealed that every dot the audience could see represents a separate solar system. He wowed the Sony audience again by zooming back even more, revealing a mind-blowing number of possible destinations.

In addition to mapping the stars, gamers can relish the discovery and exploration of every planet in *No Man's Sky*. The fully destructible planets are populated with flora and fauna, and are guarded by deadly mechanical sentinels that give gamers ample opportunity to hone their battle skills. The release date for *No Man's Sky* was not announced, but its arrival means unlimited trade, combat, and exploration on PS4 and PC.

With the appearance of developer Media Molecule's Alex Evans, the presentation took a lighter turn as he introduced the company's newest genre-smashing PS4 project, *Dreams*. This surreal game offers gamers an all-new palette of tools to unleash their



Dreams

creativity and build their own dreamiverse. Fostering almost unlimited opportunities to create, *Dreams*' tools work more intuitively by allowing gamers to easily paint, animate, and share their own surreal dream worlds.

Before moving on to its final big announcements, Sony took the time to touch upon more titles in its diverse lineup, including the mysterious first-person adventure *Firewatch*, the console debuts of Devolver Digital's retro style games *Ronin*, *Eitr*, *Mother Russia Bleeds*, and *Crossing Souls*, and Activision's upcoming *Destiny: The Taken King* expansion, which is due out September 15.

From there, Sony featured upcoming games for its augmented reality headset, Project Morpheus. Among them were dogfighting shooter *Eve: Valkyrie*, god game *Godling*, marine exploration game *The Deep*, and three-on-three battle extravaganza *Rigs* (which makes its debut on this year's E3 show floor). From the virtual reality, Sony seamlessly turned its sights to the PlayStation Vue, the PS4's new video streaming service. The service launches this week in San Francisco and Los Angeles and will go into wide release in July. Vue is the first paid service to allow consumers to purchase individual channels a la carte, without a multi-channel bundle.

Some news presentations might wind down at the one hour mark—but Sony was just heating up, announcing a new partnership with Activision that will result in *Call of Duty: Black Ops III* downloadable content coming to PS4 first. The game's four-player mode will be open for hands-on play during E3, and developer Treyarch's David Vonderhaar gave the audience a taste of the firefighting, bot-exploding madness with a pulse-pumping chunk of in-game footage. He also revealed that PS4 owners will get first crack at the game's August multiplayer beta.

Pulses continued to race as DICE General Manager Patrick Bach announced the November 17 release of the Electronic Arts-published *Star Wars: Battlefront*. Bach showed off *Battlefront*'s new survival mode, traversing a desert environment wherein Rebel forces fought off Stormtroopers and Imperial walkers until help could arrive. The game will be playable in both single player and co-op modes, and will allow gamers to step into the shoes of the biggest *Star Wars* heroes, including Luke Skywalker and Darth Vader.

Enthusiasts know that the *Star Wars* universe is too big to contain only a single game genre, and fans will enjoy its more playful side in the *Disney Infinity 3.0 Edition: Star Wars Saga* starter pack. Along with the starter pack, gamers will enjoy the *Twilight of the Republic* Play Set at launch and the *Rise Against the Empire* Play Set a month later. Both will be released this fall for PS4 and PlayStation 3—a month ahead of any other platform—and PS4 owners will get an exclusive, limited-edition Boba Fett figure.

After showcasing its expansive lineup of games and its leap into VR with Project Morpheus, Sony wrapped up its press conference with a look at that lovable rogue, Nathan Drake from *Uncharted 4: A Thief's End*. A cinematic trailer showed Drake and his sidekick Sully walking through a colorful village market, only to be caught in a shootout with soldiers, followed by an electrifying—and in true Drake fashion, humorous—car chase. *Uncharted 4* looks to be an unforgettable adventure, coming to PS4 in 2016.

From beloved franchises to all-new titles and from on-tap streaming to virtual reality, Sony's presentation demonstrated the company's profound commitment to keeping audiences front and center—and fired up about games.



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## CONTINUED FROM COVER

Completely new for 2015 is *For Honor*, a medieval combat game described by Ubisoft CEO Yves Guillemot as a new idea in a new genre. In *For Honor*, two teams of four players take part in hand-to-hand combat battles featuring realistic weapons, moves, and tactics. A playable demo is available on the E3 show floor for gamers to test drive. *For Honor* will be released on PS4, Xbox One, and PC; Ubisoft has not yet announced a release date.

*The Crew: Wild Run*, available November 17 for the same platforms, is an expansion to the wildly popular, massively multiplayer auto racing game. *Wild Run* gives *The Crew* a graphical upgrade and expands the multiplayer to an even larger scope, allowing for truly massive social interactions.

Also on the racing front, Ubisoft announced that *Trackmania Turbo* will be available on Xbox One and PS4, although no specific release date was given. The highly customizable, arcade-style racing game will now include a *Track Builder* mode that generates racetracks randomly, at the touch of a button. In addition to the huge number of pre-made tracks across various difficulty tiers, the *Track Builder* ensures that players will have unlimited content to keep the adrenaline pumping.

Speaking of adrenaline, Ubisoft revealed *Trials Fusion: Awesome Level Max*, a new expansion for *Trials Fusion*. The racing title allows players to perform crazy stunts as they blast through the game's obstacle-filled tracks. The

*Awesome Level Max* expansion releases July 14 for PS4, Xbox One, and PC—and Ubisoft's new trailer featured a pistol-wielding cat riding a flaming unicorn, underscoring the over-the-top style of the expansion.

The strategy game *Anno 2205* was featured next—the latest in developer Blue Byte's popular *Anno* series of city-builder titles. *Anno 2205* begins on a futuristic, sci-fi Earth and challenges players to create a city that is efficient and populous enough to send colony ships out to the stars. From there, players eventually have to build cities on the surface of the moon, for a completely different challenge. *Anno 2205* releases November 3 for PC.

Perhaps no Ubisoft title has been as hotly anticipated as *Tom Clancy's The Division*, and the demo at the press conference highlighted that game's complex, free-form multiplayer mode. A group of players entered into the dark zone of New York City—an area infected by a deadly virus—and hunted for valuable treasure amidst the zone's many dangers. Once there, the players encountered A.I. enemies, but were also met by another unaffiliated group of players. These groups decided to form an impromptu alliance and take down the A.I., but by the time they were ready to extract, things had changed. In rapid succession, the first group decided to steal their fellow players' loot and bushwhack their former allies. Then they were betrayed by one of their own—who kept all the loot for himself and ran off.

It's clear that *The Division* will be a game that emphasizes player choice and emergent circumstances above all else. In addition to fast-paced action and tactical combat skill, *The Division* will demand the rarest of all gamer qualities: trust. Ubisoft encouraged players to try it for themselves on the E3 show floor, and announced that a beta version for Xbox One, PS4, and PC will be available in early 2016. *The Division* will hit store shelves March 8, 2016.

Coming just in time for 2016 is *Just Dance 2016*, the latest in the massively popular series of dancing titles for Wii U, PS4, and Xbox One. Available for all platforms this October, *Just Dance 2016* no longer requires players to use camera peripherals in order to play. Instead, they will be able to integrate their smartphones into camera-less consoles or computers in order to play—although players who do have camera-equipped consoles can continue using them. The game will come with *Just Dance Unlimited*, a music-streaming service that allows players to get the newest songs on a regular basis for a monthly fee.

Another *Tom Clancy* series came next: *Rainbow Six: Siege*, which made a huge splash when it was announced at E3 2014. Continuing to delight fans, Ubisoft focused on showcasing the solo and cooperative modes for the close-quarters tactical shooter. The game's Terrorhunt—playable alone or with up to four friends—pits players against the game's A.I. in four modes. One mode requires players to assault a fortified terrorist position and disarm a

bomb. While Ubisoft focused on the player-versus-A.I. Terrorhunt mode in the press conference, the company announced that gamers could try player-versus-player combat at the Ubisoft booth on the E3 show floor. The *Rainbow Six: Siege* beta will be available on PS4, Xbox One, and PC beginning September 24.

Of course, no Ubisoft press conference would be complete without a look at the publisher's famed *Assassin's Creed* series. Set in London circa 1868, *Assassin's Creed: Syndicate* puts players in the shoes of brother-and-sister assassins, both set on taking over the mean streets of Victorian London. Ubisoft debuted an extended trailer for the game and stated this was the first modern *Assassin's Creed* game ever. *Syndicate* arrives October 23 on PS4 and Xbox One, with a PC version following at a later date.

Finally, Guillemot revealed that Ubisoft is working on an entirely new title in the beloved *Tom Clancy's Ghost Recon* series. Titled *Ghost Recon: Wildlands*, this game is an open-world, military-themed action-stealth title where players can approach challenges in different ways to fit their own play styles. Fighting against ruthless drug cartels, players must work together to overcome heavy odds by any means necessary. Ubisoft did not announce platforms or release dates for *Wildlands*.

With a combination of exciting new properties, innovative updates of beloved series, and highly anticipated sequels, Ubisoft has proven yet again its commitment to gamers and the games they love.



Tom Clancy's Ghost Recon: Wildlands



Tom Clancy's The Division



Just Dance 2016



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## CONTINUED FROM COVER

both from the pixel-based classics and modern 3D entries.

In advance of its release on September 11, Nintendo detailed new features for the creation game. *Super Mario Maker* will support the company's Amiibo smart figurines, which lets players activate the Costume Mario ability and dress the hero up as other characters—such as Link or the Wii Fit Trainer. Nintendo will release a 30th Anniversary Mario Amiibo figure specifically for *Super Mario Maker*, and the game will release with a book that highlights the series' history and offers sample stage layouts to try.

The transformational theme is also central to *Star Fox Zero*, which continues the long-running space shooter series with a brand new Wii U entry. *Zero* leverages the unique design of the Wii U console experience to let players to use the GamePad screen as a cockpit view, providing more precise aiming capabilities. The television screen simultaneously shows a more traditional, cinematic look at the action.

Legendary game designer Shigeru Miyamoto discussed the creation of the game during the Digital Event, noting that some elements were carried over from the canceled *Star Fox 2* (originally designed for the Super Nintendo console in the mid-1990s). Players can transform *Zero*'s Arwing ship into a tank or gyrocopter to tackle levels in new and different ways. Developed in collaboration with *Bayonetta 2* creator Platinum Games, *Star Fox Zero* is due out this holiday season.

Nintendo also showcased a number of other Wii U entries coming before the end of the year. *Yoshi's Woolly World* is a sidescrolling platform adventure that carries on the spirit of *Kirby's Epic Yarn* for Wii, putting the familiar *Super Mario* character into a world built of fabric. Yoshi can use the unique composition of his yarn-based body to help overcome the adorable challenges ahead of him. The game has its own Amiibo toys available. *Yoshi's Woolly World* is set to release October 16.

*Mario Tennis: Ultra Smash* brings the arcade-style sports series to Wii U this fall with new features like jump shots and giant mushrooms. And Nintendo has teamed up with Activision to power up the Wii U version of *Skylanders SuperChargers*, which features two characters from the Nintendo universe: Turbo Charge Donkey Kong and Hammer Slam Bowser. The companies will release exclusive Amiibo toys that work with *Skylanders* and other Nintendo games. *SuperChargers* and the figures are set to release September 20.

The Amiibo focus continues this fall with *Animal Crossing: Amiibo Festival*, which offers up a digital board game experience featuring characters from the popular life simulation series. Nintendo's other big holiday release is quite different in tone: *Xenoblade Chronicles X*, out December 4, lets players dig into an epic role-playing experience set amidst an intergalactic war. The publisher also offered a brief glimpse of 2016's *Genie Ibus Roku #FE* (working title), an Atlus-developed role-playing game that blends the best elements of the *Shin Megami Tensei* and *Fire Emblem* franchises.

Earlier this week, Nintendo also announced several content additions for last year's *Super Smash Bros. for Wii U* and *Super Smash Bros. for Nintendo 3DS*. Iconic character Ryu from Capcom's *Street Fighter* series joined the fighting game roster as an optional add-on character, along with Roy from the *Fire Emblem* series. New stages and costumes were announced and the company revealed plans to eventually release Amiibo figurines based on every character from the games.

While Nintendo has many Wii U experiences on the horizon, the upcoming 3DS slate is just as strong, led by *The Legend of Zelda: Tri Force Heroes*. The popular adventure series adopts a cooperative multiplayer approach for this new entry, which can be enjoyed by up to three players at once. *Tri Force Heroes* includes new fashion elements and allows players to customize their characters with different outfits when the game releases this fall.

Another *Zelda* game on the horizon for the handheld is *Hyrule Warriors Legends*, a remix of last year's Wii U game, which blended familiar characters and elements from the series with the action-packed excitement of Koei Tecmo's *Dynasty Warriors* games. The *Legends* version adds new characters from *The Legend of Zelda: The Wind Waker* and will be available in the first quarter of 2016.

Nintendo has a trio of other 2015 releases planned for the 3DS. *Animal Crossing: Happy Home Designer*, set for release September 25, lets players customize their own colorful homes and gardens and utilize

new Amiibo cards. *Pokémon Super Mystery Dungeon* expands the role-playing series this fall with even more randomly generated dungeons to explore—all filled with loads of familiar monsters. This holiday season's *Yo-Kai Watch* brings a popular Japanese role-playing game to America for the first time, letting players seek out and battle fantastical creatures.

Nintendo plans to tap more of its enduring franchises for new 3DS entries in 2016. *Metroid Prime: Federation Force* reimagines the sci-fi adventure series as a cooperative four-player game on the handheld and features a three-on-three competitive sports experience called *Metroid Prime: Blast Ball*. Meanwhile, *Fire Emblem Fates* delivers an expansive role-playing experience in the long-running series with two versions of the game being released to allow players to experience the fantasy struggle from opposing sides.

Mario makes his own 3DS appearance in *Mario & Luigi: Paper Jam*, which pairs characters from the earlier *Paper Mario* and *Mario & Luigi* entries in a new comedic role-playing adventure, slated to release next spring.

Nintendo plans to support the Wii U and 3DS significantly in the months ahead, as evidenced by its impressive lineup. But the company is also looking ahead to the future: Fils-Aimé affirmed during the event that Nintendo plans to share details on its next game console, codenamed "NX," in 2016. With impressive games now and big plans on the horizon, Nintendo continues to deliver transformative games and experiences now and into the foreseeable future.



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Batman: Arkham Knight

# STAR POWER

## WARNER BROS. INTERACTIVE WOVES WITH HIGH-PROFILE FRANCHISES

**W**arner Bros. Interactive brings home the big names for E3 2015. Headlining the company's booth this year is *Batman: Arkham Knight*, the conclusion to developer Rocksteady Studios' award-winning *Arkham* trilogy. The game features a brand-new Batmobile—which allows players to speed through an environment five times the size of *Arkham City*—and a brand-new antagonist, the titular *Arkham Knight*. Refined combat, stealth, and forensics help the Caped Crusader do battle with a rogues' gallery of the worst of Gotham City's super-villains, including Harley Quinn, the Penguin, Two-Face, the Riddler, and the Scarecrow. Fans have a chance to experience this title soon: It releases on June 23 for PlayStation 4, Xbox One, and PC.

This year also brings a brand-new addition to the Warner Bros. stable of properties: *LEGO Dimensions*. Taking cues from physical-to-digital games like *Skylanders* and *Disney Infinity*, *LEGO Dimensions* allows players to blend characters and creations from a dramatic range of properties. The game is scheduled to include elements from DC Comics, *The Lord of the Rings*, *The LEGO Movie*, *LEGO Ninjago*, *Back*

*to the Future*, and even *The Wizard of Oz*... just to start. Characters, vehicles, and other elements from each of these diverse properties can be mixed and matched at the whim of the player; simply drop the elements onto the LEGO Toy Pad and they appear in-game.

The initial offering will include minifigures of Batman, Gandalf, and *The Lego Movie*'s Wyldstyle, plus the Batmobile. This all comes in addition to the game, the Toy Pad, and all the bricks necessary to build the LEGO Gateway, which is the vehicle for the cross-franchise play. The packages release on September 27 for Xbox One, Xbox 360, PS4, PlayStation 3, and Wii U. A selection of expansion packs will also be available; these include Level Packs (which feature a new mission-based game level, a new minifigure, a vehicle, and an

in-game gadget), Team Packs (two minifigures, each with a vehicle or gadget), and Fun Packs (one minifigure with a vehicle or gadget). More expansions will follow throughout this year and 2016.

Warner Bros. is also showing off *LEGO Marvel's Avengers*, the newest iteration in developer TT Games' blockbuster *LEGO* franchise. This one focuses on events from *The Avengers* and *Avengers: Age of Ultron*, featuring more than 100 characters from the films and the Marvel Cinematic Universe. The Avengers play a starring role and join together to execute new team abilities and to reduce their enemies to individual bricks. Set for release this fall, the game will arrive on Xbox One, Xbox 360, PS4, PS3, PlayStation Vita, Wii U, 3DS, and PC.

Rounding out the lineup this year is the long-awaited *Mad Max*, which follows on the heels of the recent *Mad Max: Fury Road* film, and presents an open-world, post-apocalyptic wasteland for players to explore. Players take on the role of the titular *Mad Max*, who explores the deadly landscape on foot and in a customizable vehicle. The game includes melee combat, gunplay, and physics-based vehicular combat against outlandish enemy vehicles. Max's skills and abilities can be upgraded—as can his custom ride, the *Magnum Opus*. Players can design the *Magnum Opus* from the chassis up, swapping out weapons, armor, engines, and more. When the game releases in September for PS4, Xbox One, and PC, *Mad Max* will add yet another big-name property to the Warner Bros. fold.







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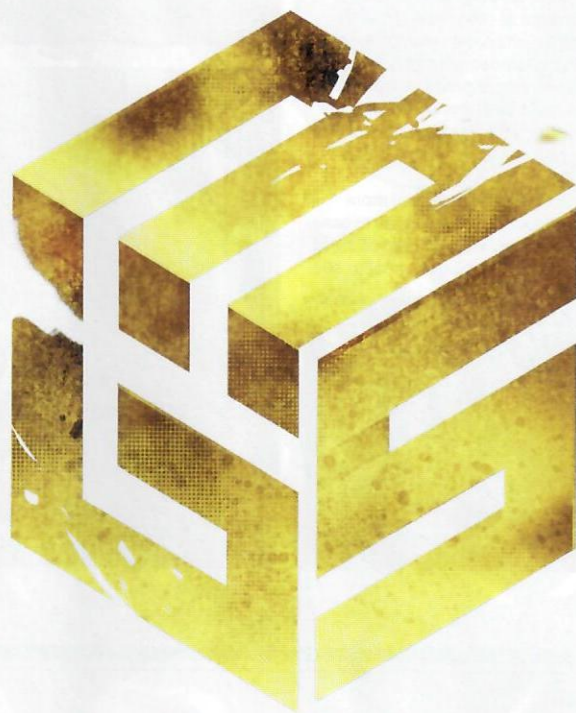
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# MASSIVE ATTACKS

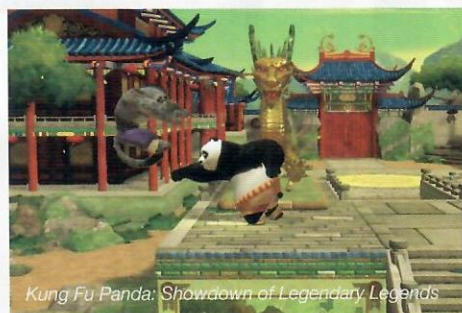
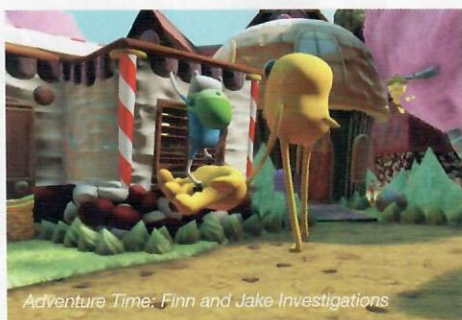
GREY BOX'S DREADNOUGHT PUTS PLAYERS IN THE CAPTAIN'S CHAIR

Most space combat games focus on single-pilot fighter craft going head-to-head in zero-G dogfights. Publisher Grey Box is going bigger with *Dreadnought*—a lot bigger. Due this year for PC, *Dreadnought* puts players in command of massive capital ships in five-on-five online battles. These ships can operate both in space and near planets, making for some rich and detailed settings in which to engage with the enemy.

Instead of zipping around in nimble fighters, captains must make bigger-picture decisions, managing a computer-controlled crew while coordinating with teammates to make the most of their ships' devastating armaments. These huge ships offer lots of room for customization, from armaments to engines to cosmetic appearance. Of course, a capital ship would be nothing without its squadrons of individual fighters, which can also be customized and commanded from the captain's chair.

Developed by YAGER Development GmbH, *Dreadnought* also features a story-driven single-player campaign. Whether playing solo or online, players have access to a range of progression paths for skills, ships, and even crews. Those upgrades will prove crucial in the variety of game modes, from traditional deathmatch to what the publisher calls a unique take on team elimination.

Expect to see a great deal more from *Dreadnought* before its release later this year. With the size of those ships, there will be quite a lot to see.



## ADVENTURES, GHOULS, PUPPIES, AND PANDAS

LITTLE ORBIT OFFERS TITLES WITH FAN-FAVORITE FACES

At E3 this year publisher Little Orbit proves its mettle with a packed slate of highly anticipated properties.

*Kung Fu Panda: Showdown of Legendary Legends* brings DreamWorks' title to interactive life. The game offers more than 20 playable fan-favorite characters, as well as a number of local and online multiplayer levels in which players are immersed in familiar film locations. *Kung Fu Panda: Showdown of Legendary Legends* will be available for PlayStation 4, Xbox One, PlayStation 3, Xbox 360, Wii U, 3DS, and PC.

Meanwhile, *Adventure Time: Finn and Jake Investigations*, slated for release on the same platforms, is an action-oriented twist on the classic graphic adventure game. Players interrogate colorful inhabitants, dispatch

baddies in combat, and solve puzzles—just as if they stepped into their own personal episode of *Adventure Time*.

*Monster High: New Ghoul in School*, coming to Wii U, Wii, 3DS, Xbox 360, and PS3, has players roaming the halls at the titular Monster High and juggling teenage life as new students: managing classes and homework, and having fun with the Fearleading Squad.

Finally, *Barbie and Her Sisters Puppy Rescue*, also coming to Wii U, Wii, 3DS, Xbox 360, and PS3, lets players join Barbie and her sisters as they rescue and train lost puppies. Players customize kennels with blankets, beds, and décor—and learn about puppies and various dog breeds along the way.





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# 2015

## SHOW INFORMATION

### ATM / Cash Machines

- South Hall Lobby.
- Concourse Walkway, Level 1 (between South Hall and West Hall).
- West Hall Lobby, across from the Galaxy Café.

### Baggage & Coat Check

- South Hall Lobby.
- West Hall Lobby.

### Business Center

- Operated by the Los Angeles Convention Center (LACC).
- Concourse Walkway, Level 1 (between South Hall and West Hall).

### College Game Competition

- South Hall, Booth 3023.

### E3 Information Counters

- South Hall Lobby.
- West Hall Lobby.
- Please stop by our Information Counters if you have questions, or need assistance.

### E3 Show Management Office

- West Hall, Level 2, Room 509.

### Exhibitor List and Profiles

- Please refer to pages 30-47 of this publication, or refer to [www.E3Expo.com](http://www.E3Expo.com).

### Exhibit Hall Maps

- Please refer to pages 22-29 of this publication.

### First Aid

- South Hall Lobby.
- West Hall Lobby.
- In case of emergency, dial 3000 on any LACC house telephone.

### Food Services

- Galaxy Court—Level 1, West Hall Lobby.
- Compass Café—Overlooking South Hall Lobby.
- Concession stands are available in South and West Halls.
- A variety of food carts and gourmet food trucks are available along the outdoor Concourse walkway.
- Groundworks Coffee South—Adjoining Compass Café seating area.
- Groundworks Coffee West—Level 1, behind Galaxy Court.

### Hotel Information Counter

- South Hall Lobby (adjacent to registration).

### Into the Pixel 2015

- Concourse Foyer.
- This juried art exhibition showcases the art and artists behind the games.

### International Lounge

- South Hall (Level 2, between 300 and 400 meeting rooms).

### International Registration (for all non-U.S. residents)

- South Hall Lobby. (Interpreter Services available.)

### Internet Access

- Wireless Internet access is available in the South Hall Lobby, Compass Café, West Hall Lobby, and Galaxy Café areas.
- The cost is \$21.95 per day. Please look for the wireless network "E3Expo."
- For those with older model devices that do not support 5GHz, please utilize your 3G or 4G cellular connection.

### Interpreters

- Interpreters are available at International Registration, located in the South Hall lobby.

### Lost & Found

- E3 Show Management Office (West Hall, Level 2, Room 509).

### Media Center

- Petree Hall (Level 1, adjacent to West Hall Lobby).
- Media Registration, Working News Room and Media Hospitality Lounge.
- Open to qualified registered media only.
- Also available: VPO / PR Newswire.

### Merchandise Store

- South Hall Lobby.
- From T-shirts, hats and bags, to kids' wear, outerwear, travel mugs (and much more). Get your E3 gear at the official E3 Merchandise Store.

### Mobile & Social Game Pavilion

- South Hall, Booth 2823.

### Publication Distribution Center

- In addition to the many exhibitors distributing publications from their booths, the following industry-related publications are available in South and West Hall Lobbies:  
*Comprar Magazine*  
*Edge*  
*Gamers-On*  
*Kidscreen*  
*MCV*  
*PocketGamer Connects*  
*TWICE*  
*Walmart GameCenter Magazine*

### Registration

- **Attendees:** South Hall Lobby.
- **Exhibitors:** Kentia Hall Foyer (take escalators down from South Hall Lobby).
- **International:** South Hall Lobby.
- **Media:** Petree Hall (in Media Center).

### Security Offices

- South Hall (adjacent to exhibit floor entrance).
- West Hall (Level 1, next to elevators).

### Shuttle Buses

- Please refer to page 20 for a list of all E3 shuttle routes and hotels.
- Attendees who booked in the official E3 Hotel block receive a complimentary shuttle wristband.



# 2015

## SHOW INFORMATION

- To purchase a wristband (\$75), please visit the E3 Show Office (West Hall, Level 2, Room 509).

### Smoking

- Smoking is not permitted at the Los Angeles Convention Center during E3.  
*Thank you for your cooperation.*

### Taxis

- West Hall (exit Main Entrance).
- South Hall (exit from Lobby, past First Aid, and onto Pico Drive).

### Wheelchairs

- To obtain a wheelchair, please go to a First Aid Station (located in South and West Lobbies). *Note: motorized wheelchairs must be ordered in advance for a fee.*

### GET THE SCOOP ON EVERYTHING E3

ONLINE AT [E3INSIDER.COM](http://E3INSIDER.COM)

- Live streaming press conferences
- VIDEOS and PHOTOS - live from E3
- DETAILS on E3 exhibitor products
- All SHOW DAILY stories
- E3 FLOORPLANS, heat maps
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### SEARCH YOUR APP STORE OR GOOGLE PLAY FOR: E3 2015

AVAILABLE ONLINE AT:  
<https://m.core-apps.com/e32015>

## HOURS OF OPERATION

	TUESDAY, JUNE 16	WEDNESDAY, JUNE 17	THURSDAY, JUNE 18
<b>Exhibits:</b>	12:00 p.m. - 6:00 p.m.	10:00 a.m. - 6:00 p.m.	10:00 a.m. - 5:00 p.m.
<b>Registration:</b>	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 6:00 p.m.	8:00 a.m. - 5:00 p.m.
<b>Meeting Rooms:</b>	12:00 p.m. - 6:00 p.m.	9:00 a.m. - 6:00 p.m.	9:00 a.m. - 5:00 p.m.



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LOS ANGELES  
CONVENTION CENTER  
June 16 –18, 2015

# Shuttle Information

Complimentary shuttle service is provided between the Los Angeles Convention Center (LACC) and the following hotels:

Hotel	Route	Shuttle Boarding Location at Hotel
Beverly Hilton	7	Bus Cutout on Wilshire Blvd.
Beverly Wilshire, A Four Seasons Hotel	7	Curbside on El Camino
DoubleTree Downtown	2	Curbside on Los Angeles Street
Hilton Checkers	3	Walk to Millennium Biltmore - Grand Ave. Entrance
Hilton Garden Inn / Hollywood	6	Curbside on Highland Ave.
Hilton Universal City	8	Front Entrance - Circle Drive
Hollywood Roosevelt Hotel	6	Curbside on Hollywood Blvd.
Hyatt Regency Century Plaza	7	Curbside on Avenue of the Stars
JW Marriott Santa Monica Le Merigot	9	Curbside in Front of Hotel
Kawada Hotel Los Angeles	2	On 2nd Street - Corner of Hill
LA Hotel Downtown	1	Walk to Westin Bonaventure - Curbside on Figueroa St.
Le Meridien Delfina Santa Monica	9	Curbside in Front of Hotel
Loews Hollywood Hotel	6	Johnny Grant Way (Side Doors)
Loews Santa Monica	9	Curbside in Front of Hotel
Los Angeles Athletic Club	3	Walk to the Sheraton - Curbside on Hope
Millennium Biltmore	3	Curbside on Grand Ave. - End of the driveway
Miyako Hotel	2	Curbside in Front of Hotel
O Hotel	3	Curbside in Front of Hotel
Radisson Hotel at USC	5	Front Entrance
Ritz Milner Los Angeles	3	Curbside in Front of Hotel
Sheraton Downtown	3	Curbside on Hope
Sheraton Universal	8	Front Entrance
Standard Downtown LA	1	Across Street on Flower - NW corner of 6th & Flower
The Garland (formerly the Beverly Garland)	8	Curbside in Front of Hotel
The Historic Mayfair	4	Curbside on 7th Street
The Line - Los Angeles	4	Curbside on Normandy
Westin Bonaventure Hotel	1	Figueroa Street Entrance

Complimentary shuttle bus service is available to all E3 attendees who have booked reservations in the official hotel room block. Wristbands to access the shuttle service will be distributed at hotel check-in to attendees staying within the E3 official hotel block.

The following hotels are walking distance to the LACC: JW Marriott at LA Live, Courtyard at LA Live, Residence Inn at LA Live, Ritz-Carlton, Luxe City Center and the Figueroa Hotel

## Hours of Service

### Routes 1-5:

#### Downtown

##### Tuesday, June 16

10:00 am - 2:00 pm	Every 10-15 minutes
2:00 pm - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 10-15 minutes

##### Wednesday, June 17

8:00 am - 11:00 am	Every 10-15 minutes
11:00 am - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 10-15 minutes

##### Thursday, June 18

8:00 am - 11:00 am	Every 10-15 minutes
11:00 am - 3:00 pm	Every 30 minutes *
3:00 pm - 6:00 pm	Every 10-15 minutes

\* Departs convention center on the hour and half-hour

Routes 1-5 depart from South Hall

### Routes 6-9:

#### Hollywood / Century City / Beverly Hills / Universal / Santa Monica

##### Tuesday, June 16

10:00 am - 2:00 pm	Every 15-20 minutes
2:00 pm - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 15-20 minutes

##### Wednesday, June 17

8:00 am - 11:00 am	Every 15-20 minutes
11:00 am - 4:00 pm	Every 30 minutes *
4:00 pm - 7:00 pm	Every 15-20 minutes

##### Thursday, June 18

8:00 am - 11:00 am	Every 15-20 minutes
11:00 am - 3:00 pm	Every 30 minutes *
3:00 pm - 6:00 pm	Every 15-20 minutes

\* Departs convention center on the hour and half-hour

Routes 6-9 depart from West Hall

Schedule may vary due to traffic and weather conditions  
Last bus leaves from hotels 60 minutes prior to end time with no return service.



For Shuttle Information and Special Assistance: **(310) 900-9525**  
Please call at least 60 minutes prior to desired pick-up time.

Transportation Managed By: Production Transport

## Airport Shuttle

Express Service to LAX from LACC West Hall  
Purchase tickets at the West Hall Shuttle Information Desk.

### Thursday, June 18

1:00 pm - 7:00 pm  
every hour on the hour

TICKETS: \$15.00 per person

Note: This is a preliminary shuttle schedule and is subject to change.  
Please check the signage in your hotel lobby, upon your arrival in Los Angeles, for the most current information.



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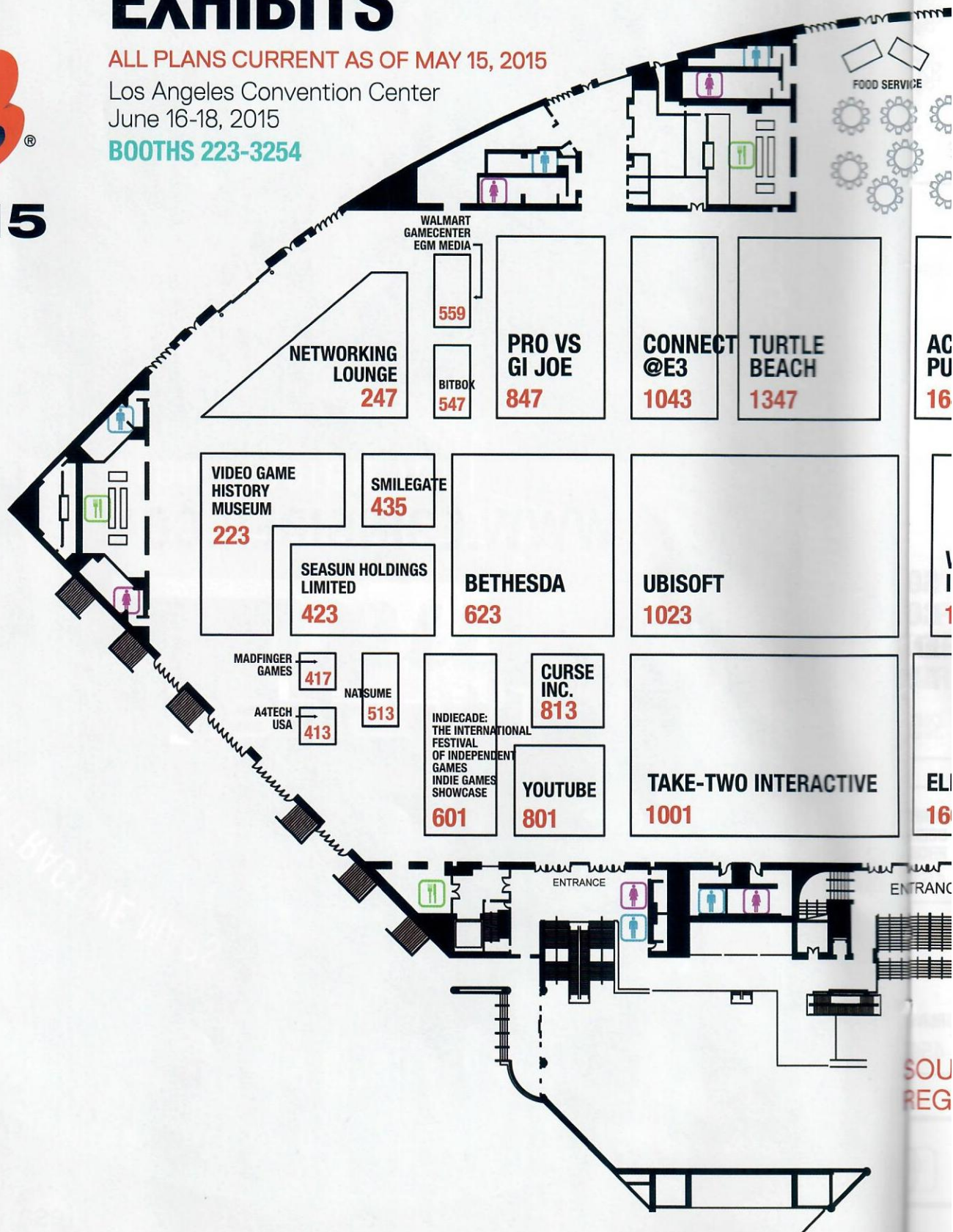


# SOUTH HALL EXHIBITS

ALL PLANS CURRENT AS OF MAY 15, 2015

Los Angeles Convention Center  
June 16-18, 2015

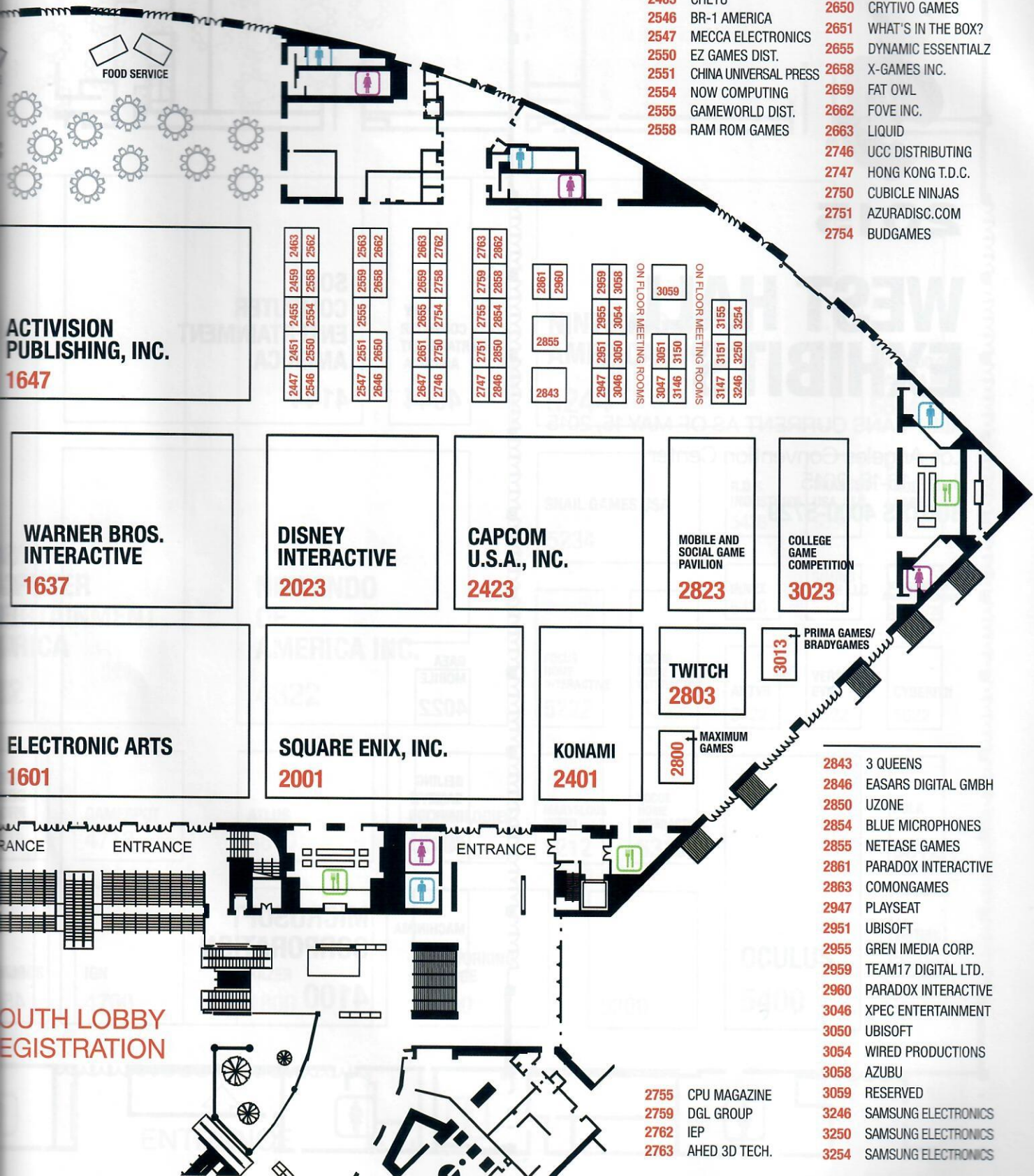
BOOTHS 223-3254





# KEY

2447	DREAMGEAR	2562	WIT ENTERTAINMENT
2451	CREATIVE MIND INT.	2563	VUZIX CORPORATION
2455	WORLDWIDE GAMING TV	2646	MAYFLASH LIMITED
2459	GI-CLUSTER	2647	GAMECHURCH.COM
2463	CHETU	2650	CRYPTIVO GAMES
2546	BR-1 AMERICA	2651	WHAT'S IN THE BOX?
2547	MECCA ELECTRONICS	2655	DYNAMIC ESSENTIALZ
2550	EZ GAMES DIST.	2658	X-GAMES INC.
2551	CHINA UNIVERSAL PRESS	2659	FAT OWL
2554	NOW COMPUTING	2662	FOVE INC.
2555	GAMEWORLD DIST.	2663	LIQUID
2558	RAM ROM GAMES	2746	UCC DISTRIBUTING
		2747	HONG KONG T.D.C.
		2750	CUBICLE NINJAS
		2751	AZURADISC.COM
		2754	BUDGAMES







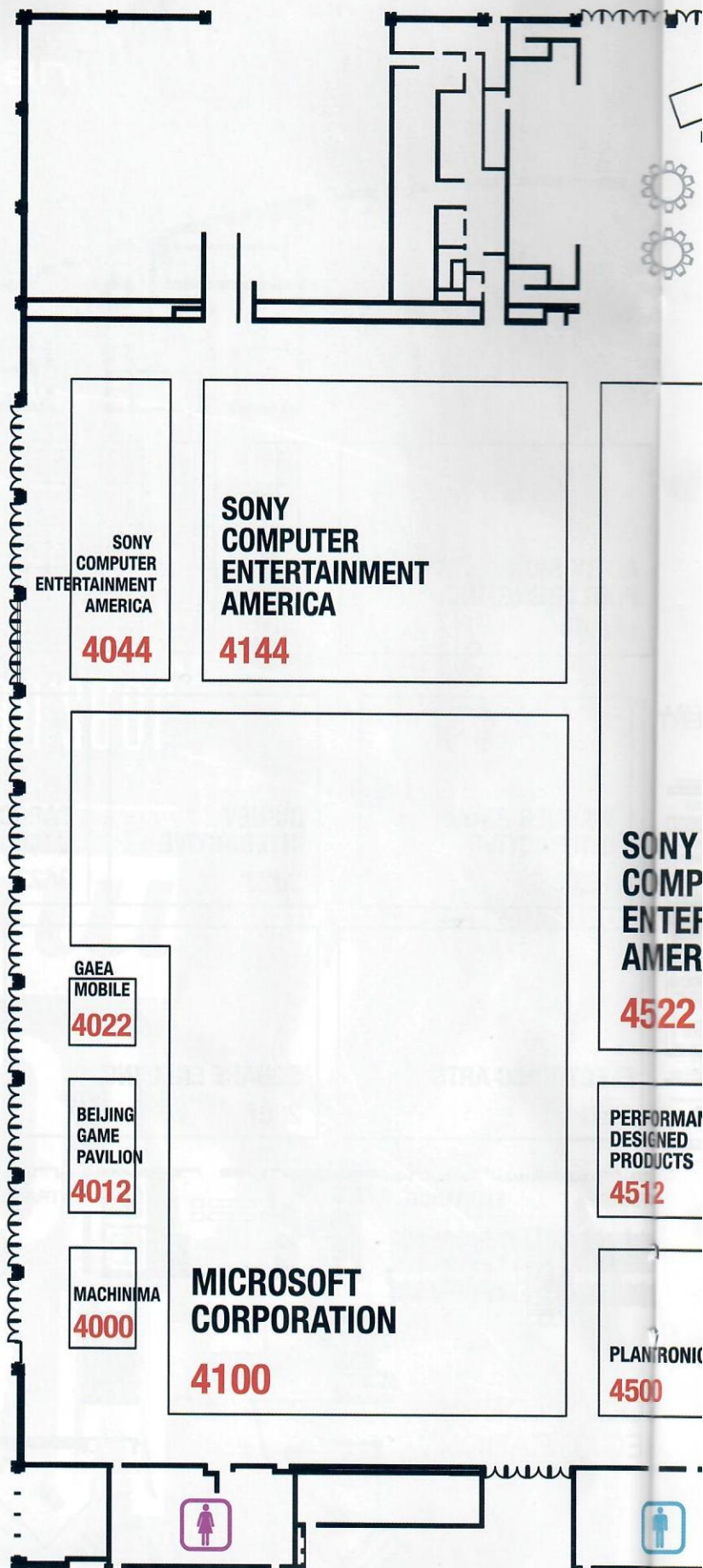
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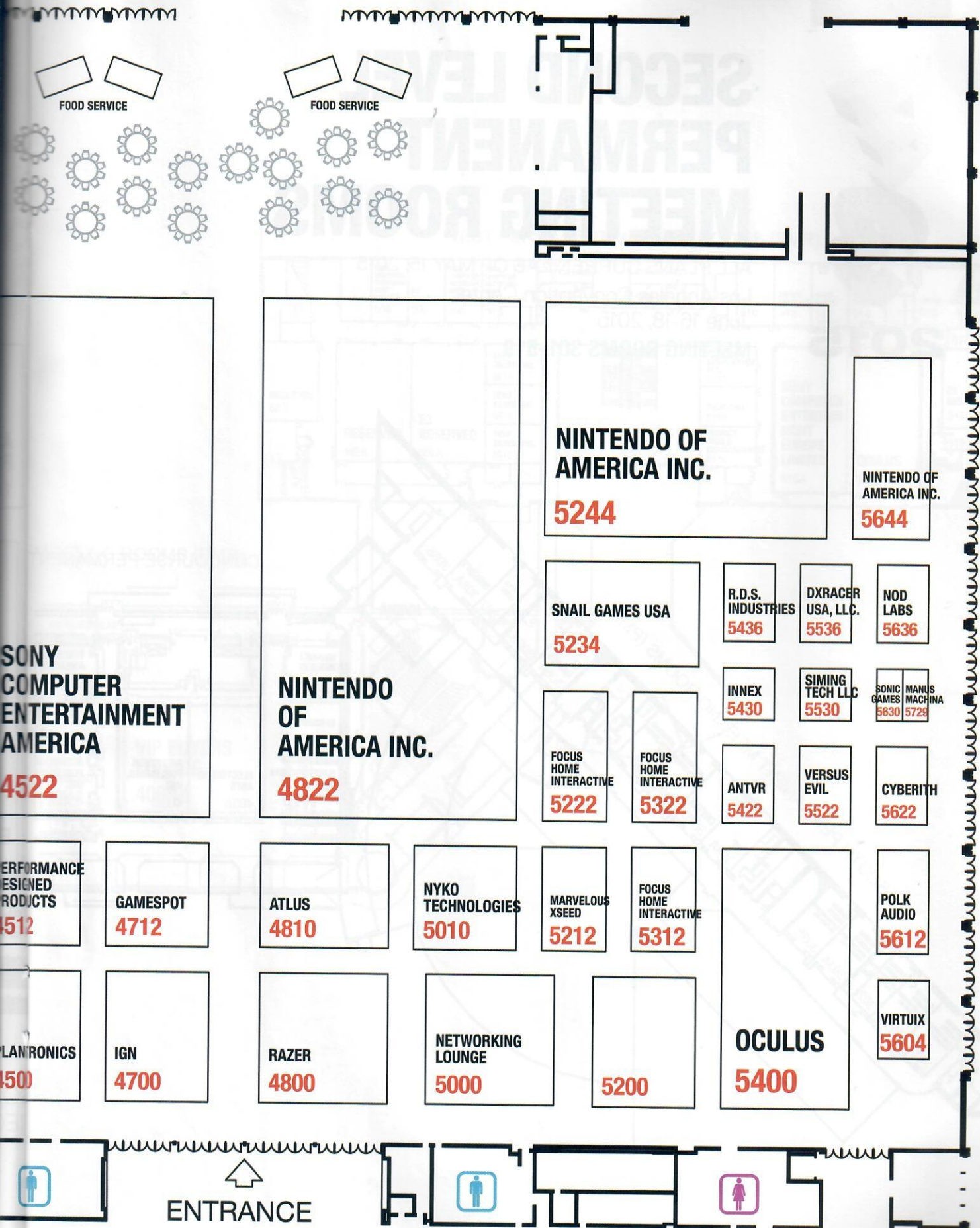
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**BOOTHS 4000-5729**











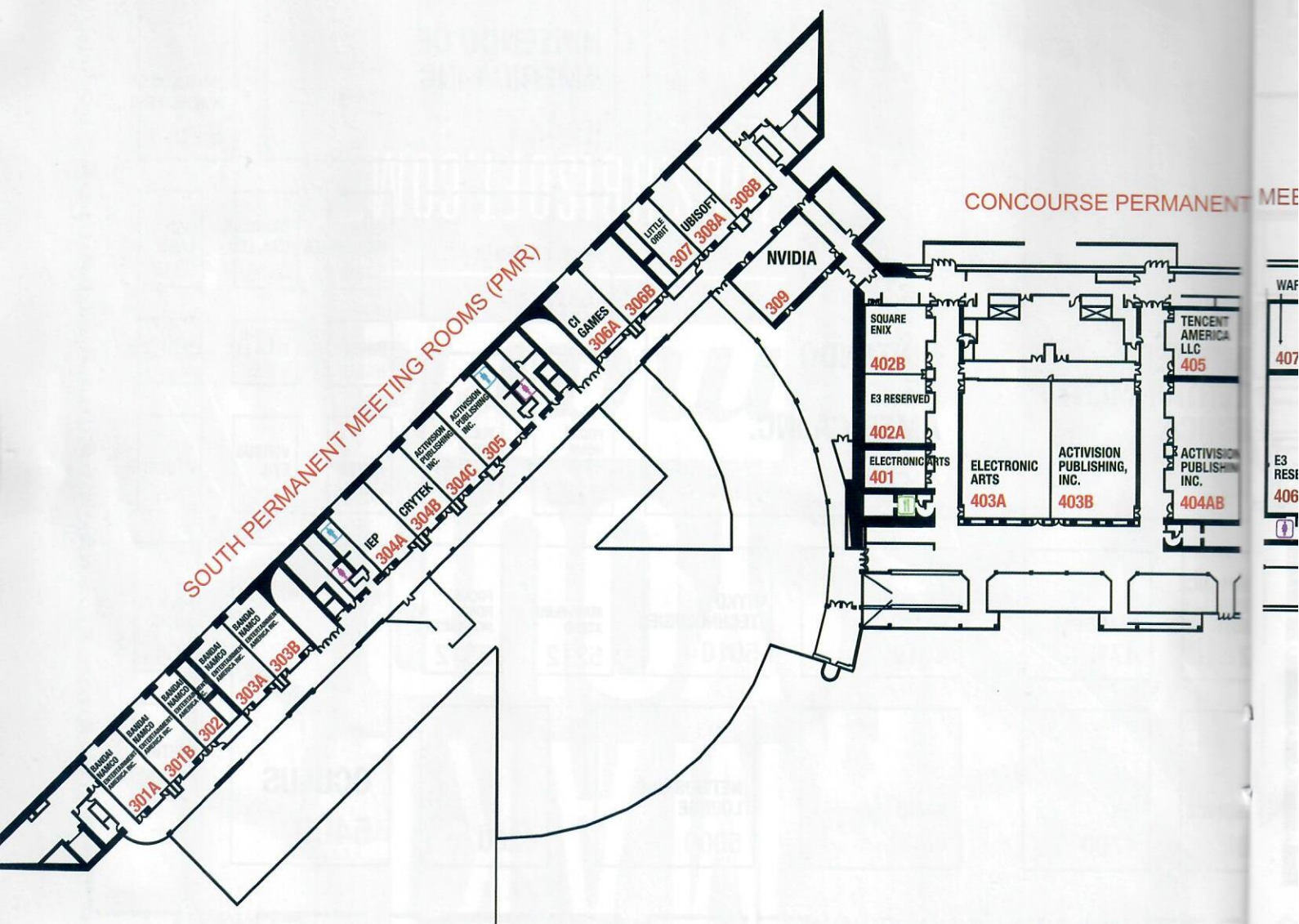
# SECOND LEVEL PERMANENT MEETING ROOMS

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Los Angeles Convention Center

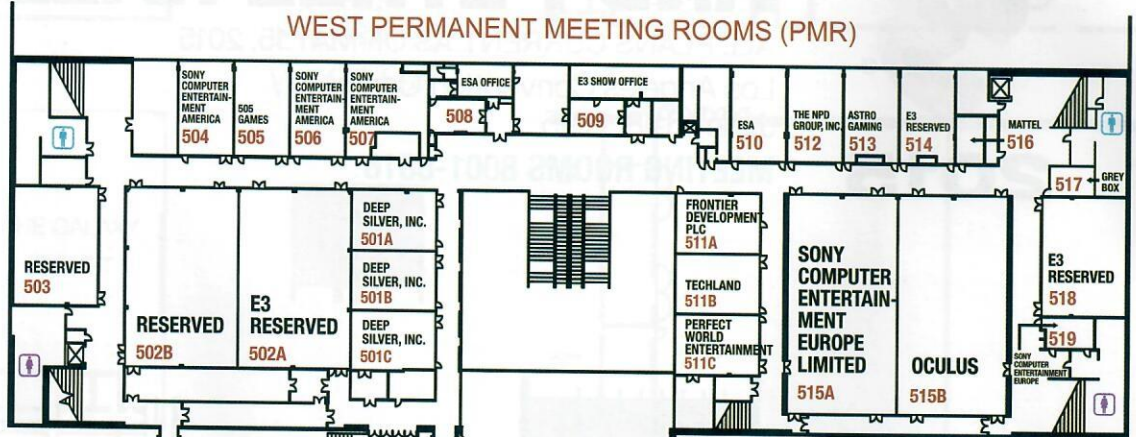
June 16-18, 2015

MEETING ROOMS 301-519

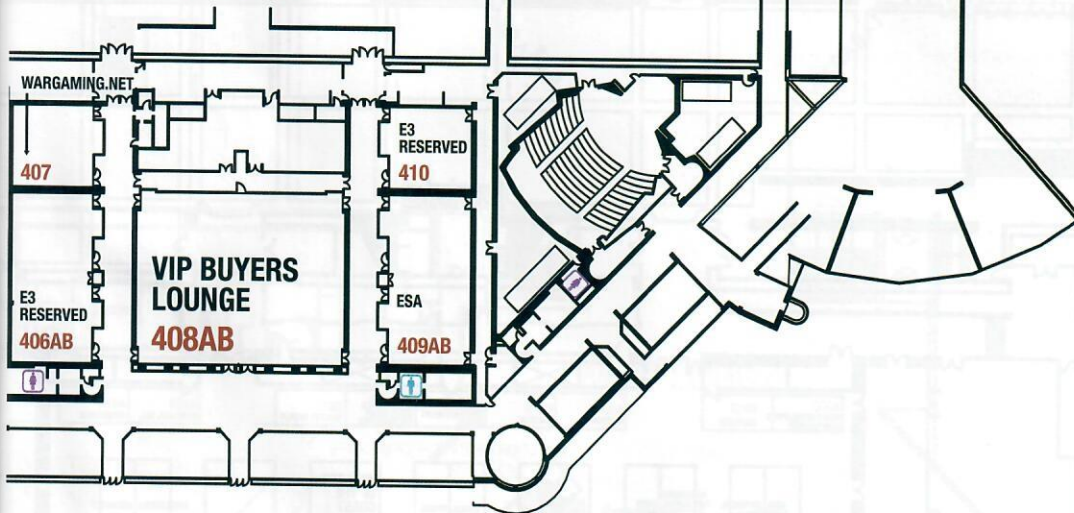




## WEST PERMANENT MEETING ROOMS (PMR)



## MEETING ROOMS (PMR)





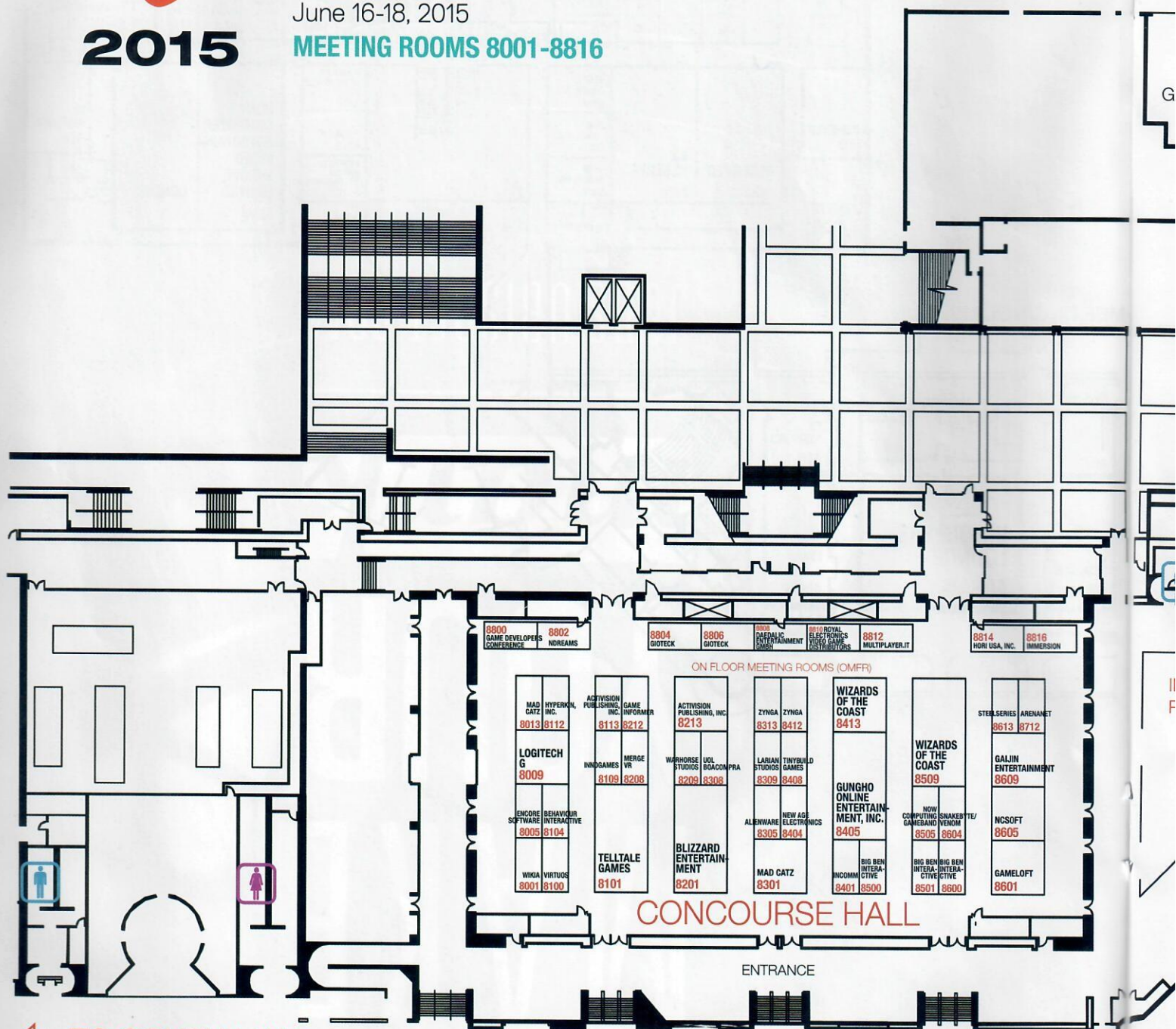


# FIRST LEVEL: CONCOURSE AND PETREE HALLS

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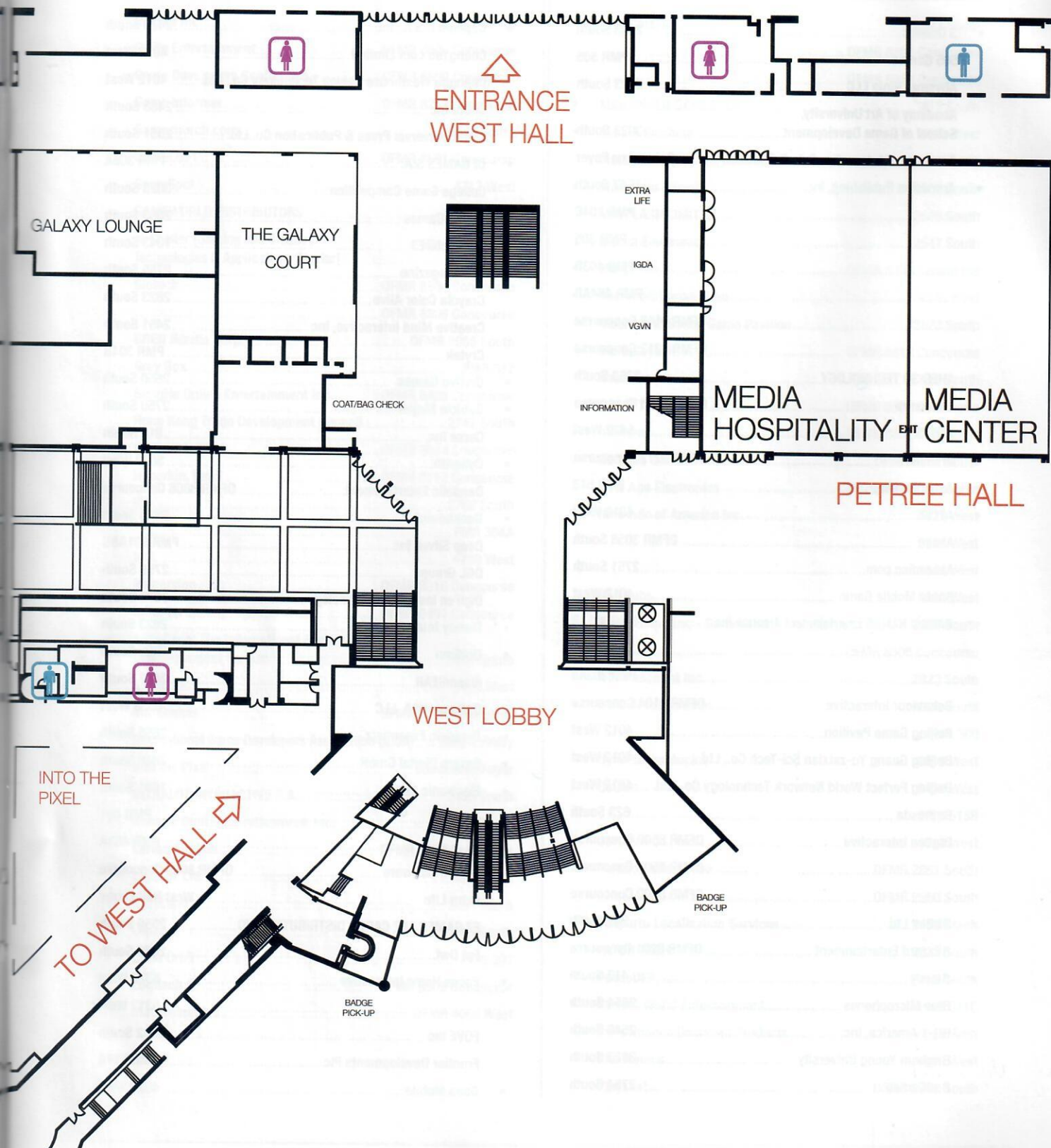
Los Angeles Convention Center  
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MEETING ROOMS 8001-8816



← TO SOUTH HALL







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## COMPANY

EXHIBIT SPACE

• 3 Queens.....	2843 South
505 Games.....	PMR 505
Abysmal Ninja LLC.....	2823 South
Academy of Art University, School of Game Development.....	3023 South
Academy of Interactive Arts & Sciences.....	Concourse Foyer
• Activision Publishing, Inc.....	1647 South
.....	PMR 304C
.....	PMR 305
.....	PMR 403B
.....	PMR 404AB
.....	OFMR 8113 Concourse
.....	OFMR 8213 Concourse
AHED 3D TECHNOLOGY.....	2763 South
Alienware.....	OFMR 8305 Concourse
• ANTVR.....	5422 West
ArenaNet.....	OFMR 8712 Concourse
• Astro Gaming.....	PMR 513
• ATLUS.....	4810 West
Azubu.....	OFMR 3058 South
Azuradisc.com.....	2751 South
Baidu Mobile Game.....	4012 West
• BANDAI NAMCO Entertainment America Inc.....	PMR 301AB
.....	PMR 302
.....	PMR 303AB
Behaviour Interactive.....	OFMR 8104 Concourse
Beijing Game Pavilion.....	4012 West
Beijing Guang Yu-zaixian Sci-Tech Co., Ltd.....	4012 West
Beijing Perfect World Network Technology Co., Ltd.....	4012 West
Bethesda.....	623 South
Bigben Interactive.....	OFMR 8500 Concourse
.....	OFMR 8501 Concourse
.....	OFMR 8600 Concourse
• BitBox Ltd.....	547 South
• Blizzard Entertainment.....	OFMR 8201 Concourse
• Bloody.....	413 South
Blue Microphones.....	2854 South
BR-1 America, Inc.....	2546 South
Brigham Young University.....	3023 South
BudGames.....	2754 South

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EXHIBIT SPACE

• Capcom U.S.A., Inc.....	2423 South
ChangYou.com Limited.....	4012 West
Chengdu Westhouse Shiyu Technology Co., Ltd.....	4012 West
Chetu Inc.....	2463 South
China Universal Press & Publication Co., Ltd.....	2551 South
• CI GAMES S.A.....	PMR 306A
College Game Competition.....	3023 South
ComonGames.....	2863 South
Connect@E3.....	1043 South
CPU Magazine.....	2755 South
Crayola Color Alive.....	2823 South
Creative Mind Interactive, Inc.....	2451 South
Crytek.....	PMR 304B
• Crytivo Games.....	2650 South
• Cubicle Ninjas.....	2750 South
Curse Inc.....	813 South
• Cyberith.....	5622 West
Daedalic Entertainment.....	OFMR 8808 Concourse
• Deckbound.....	2823 South
Deep Silver, Inc.....	PMR 501ABC
DGL Group.....	2759 South
DigiPen Institute of Technology.....	3023 South
• Disney Interactive.....	2023 South
• DotEmu.....	2823 South
dreamGEAR.....	2447 South
DXRacer USA, LLC.....	5536 West
• Dynamic Essentialz.....	2655 South
• Easars Digital GmbH.....	2846 South
• Electronic Arts.....	1601 South
.....	PMR 401
.....	PMR 403A
Encore Software.....	OFMR 8005 Concourse
Extra Life.....	West Hall Lobby
EZ GAMES / EZ CARDS DISTRIBUTION INC.....	2550 South
Fat Owl.....	2659 South
• Focus Home Interactive.....	5322 West
.....	5312 West
FOVE Inc.....	2662 South
Frontier Developments Plc.....	PMR 511A
• Gaea Mobile.....	4022 West

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GAEMS Inc.	1347 South
Gaijin Entertainment	OFMR 8609 Concourse
Game Developers Conference	OFMR 8800 Concourse
Game Informer	OFMR 8212 Concourse
Gamechurch.com	2647 South
GAMELOFT	OFMR 8601 Concourse
GameSpot	4712 West
GAMEWORLD DISTRIBUTORS	2555 South
gi-Cluster [Gaming and Creative Technologies & Applications Cluster]	2459 South
Gioteck	OFMR 8804 Concourse
	OFMR 8806 Concourse
GREN iMedia Corp.	OFMR 2955 South
Grey Box	PMR 517
GungHo Online Entertainment Inc.	OFMR 8405 Concourse
Hong Kong Trade Development Council	2747 South
• HORI USA, INC.	OFMR 8814 Concourse
Hyperkin, Inc.	OFMR 8112 Concourse
IEP	2762 South
	PMR 304A
IGN	4700 West
Immersion	OFMR 8816 Concourse
InComm	OFMR 8401 Concourse
• IndieCade: The International Festival of Independent Games	601 South
• Innex, Inc.	5430 West
InnoGames	OFMR 8109 Concourse
International Game Developers Association (IGDA)	West Lobby
Into the Pixel	Concourse Foyer
INTRALOT INTERACTIVE S.A.	2459 South
• Konami Digital Entertainment, Inc.	2401 South
Larian Studios	OFMR 8309 Concourse
Layabox Ltd.	4012 West
• LazyLand	2459 South
Liquid	2663 South
• Little Orbit	PMR 307
Logitech G	OFMR 8009 Concourse
Machinima Inc.	OFMR 4000 West

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EXHIBIT SPACE

• Mad Catz, Inc.	2823 South
	OFMR 8301 Concourse
	OFMR 8013 Concourse
• MADFINGER GAMES, a.s.	417 South
• Manus Machina	5729 West
Mattel	PMR 516
• Maximum Games	2800 South
MAYFLASH LIMITED	2646 South
Mecca Electronics	2547 South
• Merge VR	OFMR 8208 Concourse
• Microsoft Corporation	4100 West
Mobile and Social Game Pavilion	2823 South
Multiplayer.it	OFMR 8812 Concourse
Natsume Inc.	513 South
NCSOFT	OFMR 8605 Concourse
• nDreams	OFMR 8802 Concourse
NetEase Games	OFMR 2855 South
New Age Electronics	OFMR 8404 Concourse
Nintendo of America Inc.	4822 West
	5244 West
	5644 West
Nod Labs	5636 West
Now Computing - Gameband	2554 South
	OFMR 8505 Concourse
NTT Resonant Inc.	2823 South
• NVIDIA Corporation	2823 South
	PMR 309
Nyko Technologies	5010 West
Oculus	5400 West
	PMR 515B
Ourpalm Co., Ltd.	4012 West
Paradox Interactive	OFMR 2861 South
	OFMR 2960 South
Paspartu Localization Services	2459 South
PATCH TECH.	2823 South
PeaceOFF	2459 South
• Perfect World Entertainment	PMR 511C
• Performance Designed Products	4512 West
Plantronics	4500 West
Playseat	OFMR 2947 South



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EXHIBIT SPACE

- Polk Audio..... 5612 West
- Prima Games/BradyGames ..... 3013 South
- Pro Vs. GI Joe ..... 847 South
- Qihu Technology Co., Ltd. .... 4012 West
- R.D.S. INDUSTRIES INC ..... 5436 West
- Ram Rom Games VIDEO GAME DISTRIBUTOR ..... 2558 South
- Razer..... 4800 West
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- Trebbble..... 2459 South

FIRST LOOKS

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..... OFMR 8412 Concourse



**• 3 QUEENS**

2843 SOUTH

Mt Pleasant, SC, USA  
www.3queensmedia.comCara Florence, Co-founder;  
Maureen Coffey-Edri, Co-founder**505 GAMES**

PMR 505

Woodland Hills, CA, USA  
www.505games.comIan Howe, President; Tim  
Woodley, SVP Global Brand  
& Marketing

505 Games is a global video game publisher offering a broad selection of titles for players of all ages and levels. The company publishes games on console and handheld platforms as well as for mobile devices and social networks. Offices in Los Angeles, Milton Keynes, UK, Lyon, Munich, Milan and Madrid and the Nordic territories and Australia.

**ABYSMAL NINJA LLC**

2823 SOUTH

Saint Francis, WI, USA  
abysmalninja.netPaul Drankiewicz, Lead  
Designer and Product Owner;  
Nicholas Searcy, Lead Business  
Developer; Michael Coulliard,  
Lead Programmer

We are a Midwest-based indie game studio. We are a group of dedicated professionals that are passionate about making affordable games with low overhead. We have been in business for over a year and will be releasing our first title, "Extreme Exterminators" later this year for PC, with aims for console distribution in the future.

**ACADEMY OF ART  
UNIVERSITY, SCHOOL OF  
GAME DEVELOPMENT**

3023 SOUTH

San Francisco, CA, USA

**ACADEMY OF INTERACTIVE  
ARTS & SCIENCES**

CONCOURSE HALL FOYER/

Inglewood, CA, USA  
www.interactive.orgMartin Rae, President; Terrence  
Myers, Executive Producer; Lyn  
Soo Hoo, Director of Finance;  
Debby Chen, Marketing &  
Communications Director;  
Niyosha Arthur, Event Manager

The Academy of Interactive Arts & Sciences (AIAS) was founded in 1996 as a not-for-profit organization whose mission is to promote, advance and recognize the outstanding achievements in the interactive entertainment industry worldwide. The Academy conducts the annual D.I.C.E. Awards, D.I.C.E. Summit and D.I.C.E. Europe conferences.

**• ACTIVISION  
PUBLISHING, INC.**1647 SOUTH, PMR 304C, PMR  
305, PMR 403B, PMR 404AB,  
OFMR 8113 CONCOURSE,  
OFMR 8213 CONCOURSESanta Monica, CA, USA  
www.activision.comBobby Kotick, President and  
CEO, Activision Blizzard;  
Thomas Tippl, COO, Activision  
Blizzard; Eric Hirshberg,  
CEO, Activision Publishing;  
Mary Osako, SVP, Global  
Communications, Activision  
Publishing; Tim Ellis, EVP and  
CMO, Activision Publishing

Headquartered in Santa Monica, CA, Activision Publishing, Inc. is a leading global producer and publisher of interactive entertainment. Activision maintains operations throughout the world. More information about Activision and its products can be found at [www.activision.com](http://www.activision.com) or by following @Activision.

**AHED 3D TECHNOLOGY**

2763 SOUTH

Gold Coast, Queens, Australia  
www.8h3d.com**ALIENWARE**

OFMR 8305 CONCOURSE

Round Rock, TX, USA  
www.alienware.com

Alienware, Dell is high performance PC gaming brand, offers unique and award-winning PCs that incorporate innovative engineering, aggressive design and the most advanced components in the industry. Alienware is an active and influential member of the gaming community committed to the advancement of PC gaming.

**• ANTVR**

5422 WEST

Beijing, China  
www.antvr.com**ARENANET**

OFMR 8712 CONCOURSE

Bellevue, WA, USA  
www.guildwars2.comMeelad Sadat, Head of Global  
Communications; Steve Fowler,  
Head of Global Marketing; Bryan  
Chu, Global Brand Director

Founded in 2000, ArenaNet is the developer of the Guild Wars franchise. Guild Wars 2 won multiple game-of-the-year awards and launched in 2012 as the fastest-selling Western MMO ever. The expansion, Guild Wars 2: Heart of Thorns, promises innovative approaches to game play, endgame progression, and competitive game modes. [www.guildwars2.com](http://www.guildwars2.com).

**• ASTRO GAMING**

PMR 513

San Francisco, CA, USA  
www.astrogaming.com

Brandon Smith, PR Manager

Our company lives at the epicenter of technology, lifestyle and design. For years we've been involved in the design of many forms of consumer electronics, particularly in the video gaming arena. With "gaming lifestyle" quickly taking root, ASTRO Gaming gives people an authentic gaming brand to rally around at the heart of this culture.

**• ATLUS**

4810 WEST

Irvine, CA, USA  
www.atlus.comJohn Hardin, PR Manager;  
Robyn Koshi, Sr. Marketing  
Manager; Bill Alexander,  
VP of Business Development;  
Mitsuhiro Tanaka,  
General Manager

Atlus U.S.A., Inc. is known for high-quality, deeply immersive, uniquely Japanese video game experiences, with award-winning titles that reach across a variety of genres and platforms, including the Shin Megami Tensei and Persona franchises.

**AZUBU**

OFMR 3058 SOUTH

Sherman Oaks, CA, USA  
www.azubu.tvKat Jones, Director of  
Marketing; Abe Gottesman,  
VP Business Development/  
Marketing; Ian Sharpe, CEO

Azubu is a premium global livestreaming and eSports platform, providing unparalleled gaming, viewing, and interactive experiences for both broadcasters and the community. Coming together to watch the biggest



names and tournaments, users across the globe engage in the highest definition eSport content.

## AZURADISC.COM

2751 SOUTH

Mesa, AZ, USA  
www.azuradisc.com

**Jaosn Bauer, President/CEO;**  
**Mary Johnston, Sales**  
**and Production**

Azuradisc Manufacturers CD/DVD/Blu-Ray Disc Repair Machines, and offers a mail in Scratch Removal Service, Disc Care and Security Anti-Theft Products. Microfiber wiping cloths, Anti-Static Spray Cleaners Safe for Touch Screens and Optical Discs.

## BAIDU MOBILE GAME

4012 WEST

Beijing, China  
www.baidu-mgame.com

**Fei Wang, CEO; Wei Gu,**  
**Vice President; Shaoyang E,**  
**Assistant to the President;**  
**Yin Liu, Overseas Director; Bo**  
**Zhou, Senior Overseas Game**  
**Operation Manager**

Baidu, also known as "China's Google," is China's primary mobile game distribution platform and publisher. Relying on its huge popularity in China, Baidu occupies nearly 60% of all internet searches on both PC and Mobile devices and 42.48% of all android game users. We are looking forward to make your games a huge success in China!

## • BANDAI NAMCO ENTERTAINMENT AMERICA INC.

PMR 301AB, PMR 302,  
PMR 303AB

San Jose, CA, USA  
www.bandainamcoent.com

**Denny Chiu, Director,**  
**Communications & Social**  
**Media; Jason Enos, Director,**

**Brand and Latin American**  
**Marketing; Dennis Lee, Director,**  
**Brand Marketing; Chris Gilbert,**  
**Senior VP, Sales and Marketing**

BANDAI NAMCO Entertainment America Inc. is a leading publisher and developer of interactive entertainment for all major video game consoles, iOS and Android powered mobile devices, and PCs. The company has created and published many of the industry's top franchises, including PAC-MAN, TEKKEN, NARUTO SHIPPUDEN, DRAGON BALL, and DARK SOULS.

## BEHAVIOUR INTERACTIVE OFMR 8104 CONCOURSE

Montreal, Quebec, Canada  
www.bhvr.com

**Remi Racine, CEO; Wayne**  
**Meazza, VP, Business**  
**Development; Chris Ferriera,**  
**Creative Lead, Business**  
**Development; Yves Lachance,**  
**SVP, Strategic Partnerships;**  
**Nathan Richardsson,**  
**Executive Producer**

We are one of the largest independent game studios, employing 325 people in Montreal and Santiago. Our objective is to deliver high-quality, successful games, while staying on the cutting-edge of the industry trends in the digital markets, and exploring fresh ideas and connected experiences to keep players entertained.

## BEIJING GAME PAVILION 4012 WEST

Beijing, China  
www.bjppb.gov.cn

## BEIJING GUANG YU- ZAIXIAN SCI-TECH CO., LTD. 4012 WEST

Beijing, China  
www.gyyx.cn

**Qing Liu, Assistant to the**  
**General Manager; Yongming**  
**Pu, VP, Mobile Gaming Division**  
**General Manager**

One of the ten major domestic online game operators, mega game player online gaming platform, is also well-known online game development company.

## BEIJING PERFECT WORLD NETWORK TECHNOLOGY CO., LTD. 4012 WEST

Beijing, China  
www.pwr.com

**Tingting Qiao, Director**

We are a leading online game developer and operator based in China. Our strong technology and creative game design capabilities, combined with our extensive knowledge and experiences in the online game market, enable us to frequently and promptly introduce games catering to changing customer tastes and market trends.

## BETHESDA 623 SOUTH

Rockville, MD, USA  
www.bethsoft.com

## BIGBEN INTERACTIVE OFMR 8500 CONCOURSE, OFMR 8501 CONCOURSE, OFMR 8600 CONCOURSE

Lesquin cedex, France  
www.bigben.eu

**Isabelle Houzet, Head of**  
**Marketing Group; Florence**  
**Santer, Head of Export; Benoît**  
**Clerc, Head of Software**  
**Group; Yannick Allaert, Head**  
**of Purchase & Development;**  
**Laurent Honoret, Head of**  
**Sales Group**

The European leader in Gaming & Mobile/Tablet accessories and well recognized videogames publisher and distributor (WRC5, Rugby15, MotoGP series, MXGP, Motorcycle Club, I love My Series, etc.). With 7 subsidiaries and a large worldwide distribution network, Bigben is a key partner for many EU companies (Turtle Beach, Milestone).

## • BITBOX LTD. 547 SOUTH

Moscow, Russia  
lifeisfeudal.com

**Vladimir Piskunov, CEO; Alex**  
**Korolkov, COO; Craig**  
**Mouser, North American**  
**Operations; Stephanie Foster,**  
**Community Manager**

BitBox Ltd. is a small indie development studio, currently working on its flagship product, a multiplayer sandbox RPG: Life is Feudal.

## • BLIZZARD ENTERTAINMENT OFMR 8201 CONCOURSE

Irvine, CA, USA  
blizzard.com

**Mike Morhaime, CEO and Co-**  
**founder; Frank Pearce, Chief**  
**Development Officer and Co-**  
**founder; Rob Hilburger, VP of**  
**Global Communications**

Best known for blockbuster hits including World of Warcraft and the Warcraft, StarCraft and Diablo franchises, Blizzard Entertainment, Inc., a division of Activision Blizzard, is a premier developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games.



• **BLOODY****413 SOUTH**Chino, CA, USA  
www.bloody.com**Bill Hsu, VP, Sales and Marketing**

Bloody: Your gaming peripheral brand that caters to you. Come visit our booth to see what Bloody has cooked up this year, with our light speed infrared micro switch, infrared scroll wheel, and light strike mechanical infrared switch.

**BR-1 AMERICA, INC.****2546 SOUTH**Doral, FL, USA  
www.br-1.com

**William Shie; Mirna Nolasco; Sigrid Toledano; Irelys Lopez; Jessica Lujan**

BR-1 America is a master video game distributor for Latin America. Direct with all major publishers, we serve all countries in South America and the Caribbean. A wide range of on-hand inventory along with competitive prices have made us the leading distributor throughout Latin America. BR-1 is the official distributor for Ubisoft and Activision.

**BRIGHAM YOUNG UNIVERSITY****3023 SOUTH**Provo, UT, USA  
gamedev.byu.edu• **CAPCOM U.S.A., INC.****2423 SOUTH**San Mateo, CA, USA  
www.capcom.com

**Francis Mao, Senior Director of Marketing, Creative, Licensing, Consumer Products and Events; Alicia Kim, Senior Director of PR, Community and Social Media**

Capcom is a leading worldwide developer,

publisher and distributor of interactive entertainment for game consoles, PCs, handhelds and wireless devices. The company has created hundreds of games, including best-selling franchises Resident Evil(R), Street Fighter(R), Mega Man(R), and Devil May Cry(R). More information may be found at www.capcom.com.

**CHANGYOU.COM LIMITED****4012 WEST**Beijing, China  
www.changyou.com

**Guolong Li, VP; Song Gao, Vice General Manager; Yue Kong, Operation Manager**

We are a leading online game developer and operator in China as measured by the popularity of our MMOG TLBB and our mobile game TLBB 3D. We engage in the development, operation and licensing of online games for PCs and mobile devices.

**CHENGDU WESTHOUSE SHIYOU TECHNOLOGY CO., LTD.****4012 WEST**Beijing, China  
www.xishanju.com**Yu Zhen, Vice President**

Seasun originated from PC games in the mid 90s and it has become a distinct icon of the martial arts genre with diversified multiple game studios and development platforms. We currently operate tens of self-developed online games, including JX series of martial-arts genre. We also make one the best self-developed state-of-arts 3D engine.

**CHETU INC****2463 SOUTH**Plantation, FL, USA  
www.chetu.com**CHINA UNIVERSAL PRESS & PUBLICATION CO., LTD.****2551 SOUTH**Beijing, China  
www.cupp.com.cn• **CI GAMES S.A.****PMR 306A**Warsaw, Poland  
www.cigames.com

**Marek Tyminski, CEO; Lukasz Misiurski, Publishing Director; Paul Robinson, Studio Creative Director**

CI Games is a video game publisher, developer, and distributor based in Warsaw, Poland. The company has produced a number of successful titles, including Sniper: Ghost Warrior series and Lords of the Fallen. At E3, CI Games will be showing and demoing their next triple-A title, Sniper: Ghost Warrior 3, in private meeting room 306A.

**COLLEGE GAME COMPETITION****3023 SOUTH****COMONGAMES****2863 SOUTH**Moscow, Russia  
www.comongames.com**CONNECT@E3****1043 SOUTH**Lyon, France  
www.game-connection.com

**Eric Lacroix, WW Publisher & Buyer Manager, Content Manager; Roufina Guenkova, EMEA Sales Manager; Rasmus Thomsen, North & Latin America, Scandinavia Sales Manager; Manuel Rodriguez, Publisher & Buyer Officer; Clement Galiay, Managing Director, MIGS**

Connect@E3 is a

matchmaking system provided by Game Connection, the B2B convention held twice a year for developers, publishers, distributors and service providers of the gaming industry. (Paris, Oct. 28-30 alongside Paris Games Week; San Francisco, March). Paris features top execs speaking, Development Awards for original projects and much more.

**CPU MAGAZINE****2755 SOUTH**Lincoln, NE, USA  
www.computerpoweruser.com

**Jeff Ashelford, Sales/Publication Coordinator; Amanda Choi, Sales/Publication Coordinator; Nathan Lake, Writer/Editor**

CPU Magazine offers PC enthusiasts a unique blend of product reviews, industry news, interviews and detailed how-to articles. Builders and modders appreciate the expert opinions and informative articles packed in every issue. CPU is available each month via subscription and at select retailers and LAN events nationwide.

**CRAYOLA COLOR ALIVE****2823 SOUTH**Los Angeles, CA, USA  
www.daqri.com**CREATIVE MIND INTERACTIVE, INC****2451 SOUTH**Los Angeles, CA, USA  
creativemindinteractive.com

Distributor of Video Game Accessories and iPod/iPhone related accessories such as Bluetooth Speakers, Cases and Chargers.



**CRYTEK****PMR 304B**Frankfurt, Hessen, Germany  
www.crytek.com

Crytek is an independent videogame developer, publisher and technology provider with eight studios worldwide. Established in 1999, Crytek has created multiple award-winning titles, including the original Far Cry, the Crysis series, and Ryse: Son of Rome. All of Crytek's games are developed using CRYENGINE, the company's cutting-edge 3D technology.

**• CRYTIVO GAMES****2650 SOUTH**San Diego, CA, USA  
www.theuniversim.com**Alex Koshelkov, CEO**

Crytivo Games is an independent game development studio founded in 2013 by Alex Koshelkov. Crytivo Games aims to deliver gaming experiences that challenge, engross, and offer endless hours of entertainment to gamers across the globe.

**CURSE INC.****813 SOUTH**Huntsville, AL, USA  
www.curseinc.com

**Donovan Duncan, VP of Marketing; Nathan Lindberg, VP of Sales; Hubert Thieblot, CEO**

Curse is a global multimedia and technology company focused on creating content and products to help gamers enjoy all aspects of their gaming lifestyle. Our products are distributed through a variety of channels including websites, video, and desktop applications. Curse technology fosters communities and connects like-minded gamers worldwide.

**• CYBERITH****5622 WEST**Vienna, Austria  
www.cyberith.com

**Tuncay Cakmak, CEO & Founder; Holger Hager, CEO & Co-founder; Philipp Berdenis van Berlekom, CMO; Lukas Pfeifhofer, Chief Software Developer; Stephan Frank, International Sales**

Cyberith is the creator of the Virtualizer, an advanced Virtual Reality Locomotion device that allows users to walk, run, strafe, jump and crouch in virtual reality. Based on its third generation design, the Virtualizer is the first to offer 360 degree tangle-free rotation and a vertical free-motion ring for full freedom of movement in VR.

**DAEDALIC ENTERTAINMENT****OFMR 8808 CONCOURSE**Hamburg, Germany  
www.daedalic.de

**Carsten Fichtelmann, CEO; Kai Fiebig, Director of Marketing; Tom Kersten, Digital Sales; Derk Rohlf, Product Management**

Daedalic is one of Germany's most acclaimed publishers and developers, with numerous awards for adventure game milestones Edna & Harvey, The Whispered World and A New Beginning. Daedalic is currently developing a host of new and innovative games for PC, mobile devices, social networks and the browser.

**• DECKBOUND****2823 SOUTH**New York, NY, USA  
www.deckbound.com

**Gareth Jenkins, Founder & Lead Developer; Aaron Kaplan, Commercial & Licensing**

The Deckbound systems provide digital CCGs with player-owned cards. Deckbound uses the

blockchain to provide verifiable card distribution and procedural generation. Owners of Deckbound cards can play those cards in any supporting game, the first of which will be Deckbound Heroes, launching in 2015.

**DEEP SILVER, INC.****PMR 501ABC**Larkspur, CA, USA  
www.deepsilver.com

**Klemens Kundratitz, CEO; Menno van der Bil, International Commercial Director; Geoff Mulligan, COO; Will Powers, PR & Marketing Manager; Martin Wein, Head of Brand Communications**

Deep Silver has published more than 200 games worldwide since 2003, including the best-selling zombie action Dead Island franchise, Metro: Last Light and the over-the-top Saints Row IV. A wholly-owned subsidiary of Koch Media, GmbH, Deep Silver owns the development studios Deep Silver Fishlabs, Deep Silver Volition and Deep Silver Dambuster.

**DIGIPEN INSTITUTE OF TECHNOLOGY****3023 SOUTH**Redmond, WA, USA  
www.digipen.edu**• DISNEY INTERACTIVE****2023 SOUTH**Glendale, CA, USA  
www.disney.com

Disney Interactive is the digital entertainment part of The Walt Disney Company. As one of the world's largest creators of high-quality digital experiences, Disney Interactive produces interactive entertainment for the whole family including multi-platform video games, online short form video, mobile and social

games and digital destinations across all current and emerging media platforms.

**• DOTEMU****2823 SOUTH**Paris, France  
corporate.dotemu.com/en

**Cyrille Imbert, CEO; Iragne Jessica, Communication & Marketing Manager; Xavier Liard, Business Development Director**

DotEmu is a video game company specializing in modern releases of beloved retro games. Our mission is simple: give every gamer access to yesteryear's classic video games on today's platforms. We've worked on high-profile projects as Street Fighter II - CE (flash), R-Type I & II, Another World, Double Dragon Trilogy & Raiden Legacy (mobile/PC).

**DREAMGEAR****2447 SOUTH**Torrance, CA, USA  
www.dreamgear.net

**Yahya Ahdout, Partner; Moris Mirzadeh, Partner; Richard Weston, Partner; Sandy Parker, VP, Sales; Melissa Tomlinson, VP, Sales**

dreamGEAR, LLC is one of the fastest growing developers of video game accessories for all platforms and mobile devices, and high-quality portable speakers, power and other accessories for mobile phones and tablets under its i.Sound and SIGNAL brands. dreamGEAR is dedicated to providing design, performance and quality for its valued customers.



**DXRACER USA, LLC**

5536 WEST

Whitmore Lake, MI, USA  
dxracer.com**John Spiher, Marketing Director**

Where ergonomic and aesthetic design meet, DXRacer offers the highest quality in gaming and office chairs. Our products are made to heighten your experience, whether it be working on email or getting your game on. Sit Better. Work Harder. Game Longer.

**• DYNAMIC ESSENTIALZ**

2655 SOUTH

Nashville, TN, USA  
www.dynamicessentialz.com**Spencer Patton, President; Timothy Cummings, Chief of Operations; Ruthie Harding, CFO**

Modified and custom gaming console controllers. We specialize in unique controller covers, and advanced gaming technologies.

**• EASARS DIGITAL GMBH**

2846 SOUTH

Frankfurt, Brandenburg, Germany  
www.easars.net

Easars is the global leading E-sports peripherals supplier, whose R&D center is located in Hamburg, Germany. Easars combines advanced technologies and design with the collaboration of the world's best professional players to create top-of-the-line E-sport peripherals.

**• ELECTRONIC ARTS**1601 SOUTH, PMR 401,  
PMR 403ARedwood Shores, CA, USA  
www.ea.com

EA is a global leader in digital interactive entertainment with a portfolio of blockbuster brands such as Madden NFL, EA SPORTS FIFA, Star Wars

Battlefront, Mirror's Edge, Plants vs. Zombies and more. At EA, we Live to Play.

**ENCORE SOFTWARE**

OFMR 8005 CONCOURSE

Eden Prairie, MN, USA  
www.encore.com**Michael Merson, VP and General Manager; Jennifer Mortenson, Director of Sales and Marketing; Peter Armstrong, Director of Product Development; Jeremy Zoss, Marketing Manager**

Encore publishes indie games for digital platforms and partners with major video game publishers to distribute boxed PC products to retail channels.

**EXTRA LIFE**

WEST HALL LOBBY

Salt Lake City, UT, USA  
www.extra-life.org

Extra Life is a Children's Miracle Network Hospitals fundraising program for the gaming community. Participants fundraise year-round and pledge to game for 24-hours with one goal in mind: to save and improve the lives of sick and injured kids. Since 2008, Extra Life has raised more than \$14 million for 170 member hospitals across North America.

**EZ GAMES / EZ CARDS DISTRIBUTION INC**

2550 SOUTH

Los Angeles, CA, USA  
www.ezgroup.com**Peter Manglani, President and CEO; Girish Manglani, VP, Business Development; Mohit Manglani, VP, Operations**

EZ GAMES is a leading distributor of first party video game consoles and accessories specializing in volume sales of brand new and factory refurbished

products. EZ CARDS is a leading distributor of gaming and entertainment gift cards offering both physical and digital deliveries of all major brands. Located in the beautiful City of Los Angeles.

**FAT OWL**

2659 SOUTH

Gdansk, Pomorskie, Poland  
www.fatowlstudio.com**Mateusz Gaffke, CEO**

We are fat and lazy, but we make brilliant games.

**• FOCUS HOME INTERACTIVE**

5322 WEST, 5312 WEST

Philadelphia, PA, USA  
www.focus-home.com**Cedric Lagarrigue, Managing Partner; John Bert, Sales Director; Thomas Barrau, Marketing Director; Adrien Rotondo, Brand Manager; Michael Douse, Acquisitions**

Focus Home Interactive is a French publisher based in Paris who has published and distributed original titles that have become benchmark titles worldwide. The catalogue will get even richer with eagerly awaited games such as Blood Bowl 2, Act of Aggression, Vampire, Battlefleet Gothic, The Technomancer, Farming Simulator 15, and Mordheim.

**FOVE INC**

2662 SOUTH

San Francisco, CA, USA  
getfove.com**Serena Jiang, Director of Relation; Yuka Kojima**

FOVE is the world's first eye tracking head-mounted display for gamers, people with disabilities and technology enthusiasts. FOVE combines cutting-edge display, eye tracking, orientation sensing, and head position tracking

into a single package, allowing users to control the 360/360 of virtual world freely with their eyes.

**FRONTIER DEVELOPMENTS PLC**

PMR 511A

Cambridge, UK  
www.frontier.co.uk**• GAEA MOBILE**

4022 WEST

Santa Clara, CA, USA  
www.gaeamobile.net**Jason Dahlberg, Director of North American Operations; Glevis Yang, Co-founder and COO; An An, VP of Business Development**

Gaea Mobile is a global mobile game company with offices in Beijing, San Francisco, Tokyo, Seoul and Hong Kong. Since it was founded in October 2014, Gaea has brought multiple blockbuster games such as Soul Clash and Ace of Arenas to over 8,000,000 gamers all over the world.

**GAEMS INC.**

1347 SOUTH

Redmond, WA, USA  
www.gaemspge.com**GAIJIN ENTERTAINMENT**

OFMR 8609 CONCOURSE

Nicosia, Cyprus  
gaijinent.com**Alexander Trifonov, Head of PR**

Gaijin Entertainment is the developer and publisher of the online games War Thunder and Star Conflict, as well as PC, Mac, Linux, PS4, PS3, Xbox 360, iOS and Android titles across several genres. The company's diverse portfolio has received a range of mass media and game industry



awards including such as KRI Awards, Gamescom Award and many more.

### GAME DEVELOPERS CONFERENCE OFMR 8800 CONCOURSE

San Francisco, CA, USA  
www.gdconf.com

Malik Watson, Global Sales Director; Bryce Nankervis, West Coast Account Manager; Jennifer Sulik, Senior Sales Manager, Media & Recruitment; Pocco Jimenez, Account Manager, Recruitment & Education; Brenner Fuller, GDC Play/Vault Account Manager

The Game Developers Conference (GDC) is the world's largest and longest-running professionals-only game industry event. The GDC attracts over 24,000 attendees, and is the primary forum where professionals involved in the development of interactive games gather to exchange ideas and shape the future of the industry.

### GAME INFORMER OFMR 8212 CONCOURSE

Minneapolis, MN, USA  
gameinformer.com

A 24-year veteran to publishing, Game Informer publishes the 4th largest consumer magazine in the United States and the largest digital magazine in the world. With over 3 million monthly unique visitors, Webby award winning gameinformer.com maintains the fastest growing online community gamers.

### GAMECHURCH.COM 2647 SOUTH

Ventura, CA, USA  
gamechurch.com

Michael Bridges, Founder, CEO; Brian Buffon, COO; Chris Gwaltney, Director of Missions; Dave Knepper, Director of Logistics

Can video games be spiritual? Will you go to Hell for playing them? Would Jesus play video games? Stop by the Gamechurch booth and find out. You might even end up with some free swag!

### GAMELOFT OFMR 8601 CONCOURSE

Paris, France  
www.gameloft.com

A leading publisher of digital and social games, Gameloft has established itself as one of the top innovators in its field since 2000. Gameloft creates games for all digital platforms and operates its own established franchises such as Asphalt, Order & Chaos, Modern Combat or Dungeon Hunter.

### GAMESPOT 4712 WEST

San Francisco, CA, USA  
www.gamespot.com

Michael Powers, GM; Ben Howard, VP, Programming; Susan Lundgren, VP, Communications; Justin Haywald, Senior News Editor; Charles Harrington, Communications

GameSpot's expert editorial team provides comprehensive, engaging and unbiased game information for console, PC, and portable platforms. The site's award-winning coverage includes previews and reviews of the latest titles, breaking news, live video shows, guides, and one of the world's most active online gaming communities.

### GAMESTOP

Grapevine, TX, USA  
www.gamestop.com

Over 60% of GameStop's customers go to GameStop.com before they walk into a store. Customers look at 8 different games during every visit to GameStop.

com, deciding what games to buy right now, and in the coming months. Get on their must buy list with homepage takeovers and video ads while they're shopping in GameStop's biggest store: GameStop.com!

### GAMEWORLD DISTRIBUTORS 2555 SOUTH

Corona, NY, USA  
gameworlddistributors.com

Isaac Sidaoui, President; Jeff Brandler, CEO; Thomas Baron, VP of Purchasing, Sales; Craig Pullman, Sales and Marketing; Fabrice Boutefeu, Senior Sales Manager

Gameworld is a wholesale distributor of video game hardware, software, and accessories (we specialize in closeout opportunities & hard to find items). Located in New York City, We have been providing excellent service coupled with the lowest prices. Our informed staff will help you select inventory that can best suit your needs.

### GI-CLUSTER [GAMING AND CREATIVE TECHNOLOGIES & APPLICATIONS CLUSTER] 2459 SOUTH

Athens, Attica, Greece  
www.gi-cluster.gr/en

Julia Phoca, gi-Cluster Manager

gi-Cluster (www.gi-cluster.gr) is a creative industries cluster focusing on Gaming and Creative Technologies & Applications. Its industrial members offer cutting-edge B2B & B2C digital solutions, products and game development services at an international level. gi-Cluster is facilitated by Corallia (www.corallia.org) in Greece.

### GIOTECK OFMR 8804 CONCOURSE, OFMR 8806 CONCOURSE

Letchworth, Hertfordshire, UK  
www.gioteck.com

Ian Curran, CEO; Jeroen Pompen, Director, Sales, Marketing & Business Development - EMEA/ASIA; Rob Hauser, Territory Manager - The Americas

Global supplier of video game and PC accessories including headsets, controllers, gaming chairs, charging, and cable solutions.

### GREN IMEDIA CORP. OFMR 2955 SOUTH

Somerset, NJ, USA  
www.grenimedia.com

### GREY BOX PMR 517

Houston, TX, USA  
www.greybox.com

Brandon Brunson, Events Marketing Manager; Greg Rosenfeld, Director of Marketing; Chuck Bird, Senior Director of IT; Shaun Norton, PR; Kyla Kennedy, Senior Director of Operations

Grey Box is a new breed of videogame publisher that combines external development oversight, digital publishing support, financing and a passion for bringing fun and innovative games to the world. Their current mantra is building strong partnerships towards creating quality interactive entertainment.

### GUNGHO ONLINE ENTERTAINMENT INC. OFMR 8405 CONCOURSE

El Segundo, CA, USA  
www.gunghoonline.com



## HONG KONG TRADE DEVELOPMENT COUNCIL

### 2747 SOUTH

Los Angeles, CA, USA  
www.hktcdc.com

**Julia Son, Marketing Manager**

A statutory body established in 1966, HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia.

## • HORI USA, INC.

### OFMR 8814 CONCOURSE

Torrance, CA, USA  
www.horiusa.com

HORI was founded in 1969 and started manufacturing gaming accessories in 1983 with the release of the Nintendo Famicom (NES) as Nintendo's first 3rd party licensee. We offer Sony, Microsoft, and Nintendo officially licensed products as well as tie-up licensed products with software makers such as Konami, Capcom, Namco-Bandai, Square-Enix, and Sega.

## HYPERKIN, INC.

### OFMR 8112 CONCOURSE

South El Monte, CA, USA  
www.hyperkin.com

## IEP

### 2762 SOUTH, PMR 304A

Austin, TX, USA  
www.iepro.com

## IGN

### 4700 WEST

San Francisco, CA, USA  
www.ign.com

**Kiersten Slader, Public  
Relations & Events Manager**

IGN is an entertainment website comprising several specialty sites or "channels," each occupying a subdomain and covering a specific area of entertainment; including major video game platforms and other forms of entertainment such as television, comic books, films, music and other media. IGN's corporate headquarters is located in San Francisco, CA.

## IMMERSION

### OFMR 8816 CONCOURSE

San Jose, CA, USA  
www.immersion.com

**Jennifer Janssen, Director,  
Business Development,  
Gaming; Leo Soskin, Senior  
Product Manager, Gaming**

Immersion has continued to develop haptic technology for 20+ years and is recognized as a leading innovator with over 1,900 issued or pending patents in the US and other countries. Immersion's TouchSense Technology, Rumble and Force Feedback solutions for game systems excite the gamer's senses and improves game play.

## INCOMM

### OFMR 8401 CONCOURSE

Atlanta, GA, USA  
www.incomm.com

**Anthony DeVito, VP,  
Digital Content**

Leveraging deep integrations into retailers' point-of-sale systems, InComm provides connectivity to a variety of service providers that allow consumers to conduct everyday business at more than 450,000 points of retail distribution. With 186

global patents, InComm is headquartered in Atlanta with a presence in 30 countries.

## • INDIECADE: INTERNATIONAL FESTIVAL OF INDEPENDENT GAMES

### 601 SOUTH

Venice, CA, USA  
www.indiecade.com

**Stephanie Barish, CEO; Erin  
Shaver, Operations; Ami Blaire,  
Marketing Director/PR**

IndieCade represents the future of interactive entertainment at its annual international Festival/Awards each October, and its Showcase @ E3. As the longest-standing and largest self-standing independent game event in the world, IndieCade leads the way in finding up-and-coming games, creators and trends, and placing a spotlight on this innovation first.

## • INNEX, INC.

### 5430 WEST

Pomona, CA, USA  
www.innexinc.com

**Titi Ngoy, CEO; Joey Ngoy,  
VP; Ron Pang, VP of Business  
Development; Marshall  
Crawford, Marketing Manager**

Innex was founded on the principles of innovation, fun, and a commitment to customer service. Within a decade of operation, Innex has become an award-winning leader in global distribution, providing its business partners with various services which include, but are not limited to, manufacturing, sourcing, marketing, and design.

## INNOGAMES

### OFMR 8109 CONCOURSE

Hamburg, Germany  
www.innogames.com

**Fabio Lo Zito, Product PR  
Manager; Dennis Heinert, Head  
of Public Relations**

With about 150 million registered players, InnoGames is one of the world's leading developers and providers of online games. Currently, the Hamburg-based company employs over 350 professionals from 30 nations. InnoGames has scored major success with games such as Tribal Wars, Grepolis and Forge of Empires.

## INTERNATIONAL GAME DEVELOPERS ASSOCIATION (IGDA)

### WEST HALL LOBBY

Mt Royal, NJ, USA  
www.igda.org

## INTO THE PIXEL

### CONCOURSE HALL FOYER

Inglewood, CA, USA  
www.intothepixel.com

Created in 2004 by the Entertainment Software Association and co-produced with the Academy of Interactive Arts & Sciences, Into the Pixel (ITP) is an exploration and celebration of the art of video games from around the world. Now in its 12th year, ITP celebrates the video game artists who continue to push the interactive entertainment art form forward.

## INTRALOT INTERACTIVE S.A.

### 2459 SOUTH

Amarousion, Athens, Greece  
www.intralotinteractive.com

**Antonios Dimos, Deputy  
General Director**

INTRALOT Interactive is the leading partner for entities



that want to offer a Universal Gaming Experience to their players. Our Unified Gaming Platform is industry's most robust and versatile platform that seamlessly combines Retail, Mobile and Home Users, connecting all Gaming Verticals. Member of the INTRALOT Group ([www.intralotinteractive.com](http://www.intralotinteractive.com)).

• **KONAMI DIGITAL ENTERTAINMENT, INC.**  
2401 SOUTH

El Segundo, CA, USA  
[www.konami.com](http://www.konami.com)

Konami Digital Entertainment is one of the leading game publishers worldwide, with a number of hit franchises including Metal Gear Solid, Castlevania, Pro Evolution Soccer, Silent Hill and more. Konami will be showcasing some of their upcoming 2015 titles at the show. [www.konami.com](http://www.konami.com).

**LARIAN STUDIOS**  
OFMR 8309 CONCOURSE

De Panne, West Flanders, Belgium  
[www.larian.com](http://www.larian.com)

**Swen Vincke, Founder; Octaaf Fieremans, Producer; David Walgrave, Producer**

We are the developers of the Divinity series including 2014's RPG hit Divinity: Original Sin.

**LAYABOX LTD.**  
4012 WEST

Beijing, China  
[www.layabox.com](http://www.layabox.com)

**Chenghong Xie, CEO; Tam Tsz Shing, Oversea General Manager**

Layabox Inc is a leading HTML5 technology company based in China with two core products: LayaJS and LayaPlayer. One is a turnkey solution for Flash developer to convert Flash AS3 to HTML5. The other is a cutting

edge accelerator for Android and iOS to execute HTML5 games in light speed with low memory footprint, low CPU and high runtime fps.

• **LAZYLAND**  
2459 SOUTH

Neo Faliro, Athens, Greece  
[www.lazyland.net](http://www.lazyland.net)

**Dimitra Tampathani, Marketing & Business Development Manager**

LazyLand operates in the social gaming field by developing and publishing F2P social games across platforms. The company also enriches its gaming portfolio, by licensing 3rd party titles from other developers. LazyLand holds a network of international publishers and distributes games worldwide. Developers or publishers are welcome to visit us.

**LIQUID**  
2663 SOUTH

Portland, ME, USA  
[liquid.pch.com](http://liquid.pch.com)

**Steve Bagdasarian, General Manager; Darin Leach, Director, Strategic Accounts; Mark Menery, Director, Performance Sales & Operations**

Liquid is the ad solutions platform for Publishers Clearing House, the commerce and digital gaming powerhouse. We build cross-device ad solutions using first-party data collected directly from real PCH consumers, helping advertisers to define and target their ideal audience more accurately than ever.

• **LITTLE ORBIT**  
PMR 307

Santa Ana, CA, USA  
[www.littleorbit.com](http://www.littleorbit.com)

**Matt Scott, President/CEO; Kathy Bucklin, Studio Director; Tamara Johnston, Global Marketing Director; Patty Masai,**

**Director of Sales & Operations; Clever Communications, PR Agency**

Little Orbit is a worldwide video game publisher formed in January 2010 with a focus on AAA licensed-based entertainment products. The company's emphasis is on working with popular creators to extend their vision into games through transmedia storytelling and engaging content for all gaming platforms.

**LOGITECH G**  
OFMR 8009 CONCOURSE

Newark, CA, USA  
[www.logitech.com/gaming](http://www.logitech.com/gaming)

**MACHINIMA INC**  
OFMR 4000 WEST

West Hollywood, CA, USA  
[machinima.com](http://machinima.com)

**Chad Gutstein, CEO; Daniel Tibbets, CCO; Stephen Semprevivo, COO; James Glasscock, SVP, Biz Dev**

Machinima is the most notorious purveyor and cultivator of fandom and gamer culture. As the first Many2Many programmer, we create, curate and celebrate the best in fandom and gamer content, covering video games, animation, movies, TV, and the other endless forms of pop culture.

• **MAD CATZ INC.**  
2823 SOUTH,  
OFMR 8013 CONCOURSE,  
OFMR 8301 CONCOURSE

San Diego, CA, USA  
[www.madcatz.com](http://www.madcatz.com)

**Darren Richardson, President & CEO; Brian Andersen, COO; Karen McGinnis, CFO; Brad Carraway, VP of Marketing; Alex Verrey, Global PR & Communications Director**

Mad Catz Interactive, Inc. is a global provider of interactive entertainment marketed

under its Mad Catz (gaming), Triton (audio), and Saitek (simulation) brands. Mad Catz products cater to passionate gamers across platforms, including in-home consoles, handheld consoles, PC and Mac computers, smart phones, tablets and other mobile devices.

• **MADFINGER GAMES, A.S.**  
417 SOUTH

Brno, Czech Republic  
[madfingergames.com](http://madfingergames.com)

**Marek Rabas, CEO; Tomas Slapota, Vice President; Martin Krcek, Director of Marketing; Tomas Nawar, Public Relations; Jan Porizka, Marketing Manager**

Indie mobile game developer with more than 100 million players. Producer of legendary games like Dead Trigger, ShadowGun, Samurai and MONZO. Madfinger instantly achieved top ranking in the sale of its apps. The majority of critical acclaim is generated by Madfinger's signature stunning visuals and excellent gameplay experiences.

• **MANUS MACHINA**  
5729 WEST

Eindhoven, North Brabant, Netherlands  
[www.manusmachina.com](http://www.manusmachina.com)

**Bob Vlemmix, CCO; Stephan van den Brink, CEO; Maarten Witteveen, CTO; Stijn Stumpel, Lead Designer**

A data-glove for the common man. The Manus is an affordable data glove that tracks hand movement through various sensors integrated in to the glove. Experience Virtual Reality like never before! With our open-source software you can program the Manus for other uses such a controlling drones, mobile games and more of your favorite devices.



**MATTEL****PMR 516**

El Segundo, CA, USA  
www.mattel.com

• **MAXIMUM GAMES****2800 SOUTH**

Walnut Creek, CA, USA  
www.maximumgames.com

Luke Shelnutt, Senior Producer;  
Len Ciciretto, President;  
Christina Seelye, CEO; Diane  
Fornasier, VP of Marketing; Ally  
Davis, Project Manager

Based in the SF Bay Area, Maximum Games is a publisher of premier interactive entertainment for consumers around the world. The company develops and publishes products in a wide variety of genres for console systems and personal computers, which are delivered through physical retail channels, online platforms, and digital download.

**MAYFLASH LIMITED****2646 SOUTH**

Shenzhen, Guangdong, China  
www.mayflash.com

**MCV**

Hertford, UK and London, UK  
www.mcvuk.com

Every day, MCVuk.com provides must-read analysis and breaking news. Every week, MCV magazine is read by nearly 10,000 professionals in games retail, marketing, development, distribution, and beyond. Every one of MCV's suite of events - the MCV Awards, Games Media Awards, London Games Conference, Interface, Games 5s, or Women of the Year Awards - brings the industry together in unique ways.

**MECCA ELECTRONICS****2547 SOUTH**

Long Island City, NY, USA  
www.meccaelect.com

Raymond Aboody, President;  
Danny Mashal, VP; Michael  
Harkavy, National Sales  
Manager; Inayat Habib, Buyer

Mecca Electronics is a direct wholesale distributor of video game consoles, games and accessories. Now entering our 41st year in business, we are direct with the Big 3: Sony, Microsoft and Nintendo, along with all 3rd Party Publishers. We also specialize in close-out deals from many 1st and 3rd party publishers.

• **MERGE VR****OFMR 8208 CONCOURSE**

San Antonio, TX, USA  
www.mergevr.com

Franklin Lyons, Founder;  
Andrew Trickett, Co-founder;  
Dan Worden, Executive VP;  
Taryn Saavedra, Marketing;  
Dave Anderson, Head of  
Developer Relations

Merge VR is a recent startup focused on mobile virtual reality and immersive entertainment. Compatible with iOS and Android devices, the MergeVR Goggles, wireless handheld VR Controller, and MergeStart app are built to be accessible, affordable, portable, durable and easy to use. Launching this fall.

• **MICROSOFT CORPORATION**  
**4100 WEST**

Redmond, WA, USA  
www.xbox.com

Xbox is Microsoft's premier gaming and entertainment brand created by gamers for gamers on Xbox One, Xbox 360 and Windows 10 devices. Xbox delivers the best games and premier gaming community with Xbox

Live. More information about Xbox can be found online at [www.xbox.com](http://www.xbox.com).

**MOBILE AND SOCIAL GAME PAVILION****2823 SOUTH****MULTIPLAYER.IT****OFMR 8812 CONCOURSE**

Terni, Italy  
www.multiplayer.it

Andrea Pucci, Owner; Pierpaolo Greco, Executive Editor;  
Antonio Jodice, Senior Editor,  
Marketing Consultant; Gianluca Persichetti, Marketing Manager

The most popular and renowned videogames website in Italy, with the strongest community of gamers, from hardcore to casual, following us both on our website and on our Twitch channel. We even publish books and guides about videogames, and we have our own online shop.

**NATSUME, INC.****513 SOUTH**

Burlingame, CA, USA  
www.natsume.com

Hiro Maekawa, President/CEO;  
Graham Markay, Senior VP of  
Operations; Sanae Maekawa,  
Creative Director; Taka  
Maekawa, Producer; Clever  
Communications, PR Agency

Natsume is a worldwide publisher that specializes in unique and family-oriented interactive software for a variety of platforms, including Nintendo, Sony and Apple. Best known for popular Harvest Moon, Reel Fishing, Hometown Story and Gabrielle brands, Natsume is dedicated to producing quality video games for the entire family.

**NCISOFT****OFMR 8605 CONCOURSE**

Bellevue, WA, USA  
www.ncsoft.com

Ben Conrad, PR Director;  
Vincent Slaven, Senior  
Communications Specialist

• **NDREAMS****OFMR 8802 CONCOURSE**

Farnborough, Hampshire, UK  
www.ndreams.com

George Kelion,  
Communications Manager

nDreams is a developer and publisher which specializes in virtual reality games and experiences. They are behind several upcoming VR titles including adventure title The Assembly for Oculus Rift, HTC Vive and Sony Project Morpheus.

**NETEASE GAMES****OFMR 2855 SOUTH**

Guangzhou, China  
www.163.com

Xiaoqing Hu, Senior PR  
Supervisor; Shiyu Yang,  
Senior PR Supervisor; Yue  
Fan, PR Supervisor; Jessie  
Jiang, Business Development  
Manager; Xiaochun Chen,  
Business Development Manager

NetEase, Inc. is a leading China-based Internet technology company that pioneered the development of applications, services and other technologies for the Internet in China. In particular, NetEase provides online game services to Internet users, offering in-house developed games as well as the licensed Blizzard Entertainment games World of Warcraft.



**NEW AGE ELECTRONICS**  
OFMR 8404 CONCOURSECarson, CA, USA  
www.synnex.com**NINTENDO OF AMERICA INC.**  
4822 WEST, 5244 WEST,  
5644 WESTRedmond, WA, USA  
www.nintendo.com

The worldwide pioneer in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for the Wii U home console and Nintendo 3DS portable system. Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo's operations in the Western Hemisphere.

**NOD LABS**  
5636 WESTMountain View, CA, USA  
www.nod.com

Anush Elangovan, CEO and Founder; Arun Karamcheti, Partner Management; Heather Meeker Haas, Founder, MeekerQuinn

Nod Labs creates gesture recognition and motion tracking hardware and software for beautiful, touchless interaction. Nod Labs transforms movements into commands using skeletal tracking technology to fully experience VR environments. From entertainment, gaming and VR, Nod Labs works with almost any platform or operating system.

**NOW  
COMPUTING - GAMEBAND**  
2554 SOUTH,  
OFMR 8505 CONCOURSEGlendale, OH, USA  
gameband.com

Feargal Mac Conuladh, CEO; Maye Mac Swiney, Marketing Director; Jon Rogers, International Sales Director; Stephanie Bayer, Social Media Manager

We are based in Barcelona and in the United States. We are dedicated to making beautiful wearable products for gamers. Our first product is Gameband + Minecraft (officially licensed by Mojang). Gameband aims to empower gamers to keep their data and settings close, and to play their favorite game anywhere, anytime, on any platform.

**NTT RESONANT INC.**  
2823 SOUTHMinato-ku, Tokyo, Japan  
appkitbox.com/en/testkit

Hiroyuki Sato

A part of NTT Group, NTT Resonant is a leading provider of portal service in Japan. NTT has expanded its field to cloud-based testing environments for mobile and web application optimization, enhancing QA and driving business value through Remote TestKit service, a fast-device cloud and a popular mobile testing solution for mobile app development.

**• NVIDIA CORPORATION**  
2823 SOUTH, PMR 309Santa Clara, CA, USA  
www.nvidia.com

Bryan Del Rizzo, Public Relations; Brian Burke, Public Relations

Since 1993, NVIDIA has pioneered the art and

science of visual computing. The company's technologies are transforming a world of displays into a world of interactive discovery, for everyone from gamers to scientists, and consumers to enterprise customers. More information at <http://nvidianews.nvidia.com>, and <http://blogs.nvidia.com>.

**NYKO TECHNOLOGIES**  
5010 WESTLos Angeles, CA, USA  
www.nyko.com

Herschel Naghi, CEO; Chris Arbogast, Director of Marketing; Amir Navid, VP of Product Development; Radu Popa, VP of Logistics

Award-winning Nyko Technologies designs, manufactures and markets innovative and high-quality accessory solutions to enhance the electronic entertainment experience. Founded in 1996 in Los Angeles, the company's mission is to solve problems and improve user experience through products that are as thoughtfully designed as they are functional.

**OCULUS**  
5400 WEST, PMR 515BMenlo Park, CA, USA  
www.oculus.com

Oculus is focused on enabling players to experience anything, anywhere through virtual reality. The Oculus Rift and the Oculus-powered Samsung Gear VR allow players to step inside virtual worlds and immerse themselves like never before. As a result of the global Oculus developer community, VR is poised to transform gaming, storytelling, film, and much more.

**OURPALM CO., LTD.**  
4012 WESTBeijing, China  
www.ourpalm.com

Wenzhe Yao, Vice General Manager

Ourpalm was founded in Beijing in 2004 as a government licensed telecommunications and service provider. Early beginnings in web and mobile content have since evolved and secured Ourpalm a place as one of China's leading web and mobile game developers, publishers and operators of today.

**PARADOX INTERACTIVE**  
OFMR 2861 SOUTH,  
OFMR 2960 SOUTHStockholm, Sweden  
www.paradoxplaza.com**PASPARTU  
LOCALIZATION SERVICES**  
2459 SOUTHKallithea, Athens, Greece  
www.paspartu.gr

Despoina Vasiloudi, Account Manager; Elena Gkoutani, Business Development Manager

Paspartu is your one-stop localization provider for the gaming industry. Based in Athens and Hong Kong, we provide localization solutions in most European and Asian languages by developing technology tools for cost-effective and smart translation management. Paspartu offers ongoing gaming pleasure beyond language barriers! Meet us at booth 2459.

**PATCH TECH.**  
2823 SOUTHShanghai, China  
www.p7game.com



**PEACEOFF**  
**2459 SOUTH**

Athens, Attica, Greece  
[www.peaceoffgame.com](http://www.peaceoffgame.com)

**• PERFECT WORLD ENTERTAINMENT**  
**PMR 511C**

Redwood City, CA, USA  
[www.arcgames.com](http://www.arcgames.com)

**Bill Wang, VP of Business Development**

Perfect World Entertainment is a leading North American online games publisher specializing in immersive free-to-play MMORPGs. Founded in 2008, Perfect World Entertainment has published a number of popular titles, including Swordsman, Blacklight Retribution, Forsaken World, Perfect World International and Star Trek Online.

**• PERFORMANCE DESIGNED PRODUCTS**  
**4512 WEST**

Burbank, CA, USA  
[www.pdp.com](http://www.pdp.com)

**Jake Strouckel, Marketing & Communications Manager; Shilo Prychak, Director of Licensing and Business Development; Shawn Kinninger, VP, Sales; Chris Spearing, International Sales**

Performance Designed Products is an industry leader, creating accessories for most major game platforms. Along with strong licensed products, PDP is the home of both the Afterglow and Rock Candy brands, available at most major retailers. Come to the Performance Designed Product booth during E3 to see great upcoming products from PDP.

**PLANTRONICS**  
**4500 WEST**

Santa Cruz, CA, USA  
[www.plantronics.com](http://www.plantronics.com)

**Rick Goricki, VP, Sales, Consumer Retail; Tanguy Leborgne, VP, Consumer Solutions; Corey Rosemond, Business Development Director, Gaming; Stuart Bradshaw, Senior Director, E&A Marketing; Lerin O'Neill, Senior Public Relations Manager**

Plantronics is a publicly held company headquartered in Santa Cruz, California with offices in 20 countries, including major facilities in China, England, Mexico, and the Netherlands. Our products are sold and supported through a worldwide network of Plantronics partners, including resellers, systems integrators, retailers and mobile carriers.

**PLAYSEAT**  
**OFMR 2947 SOUTH**

Redmond, WA, USA  
[www.playseatamerica.com](http://www.playseatamerica.com)

**Bobby King, President; Justin King, Director of Sales & Marketing**

Playseat is the premier brand for video games racing and flight seats in the market. Making your racing and flight game experience complete.

**• POLK AUDIO**  
**5612 WEST**

Vista, CA, USA  
[www.polkgaming.com](http://www.polkgaming.com)

**Michael Greco, Product Director; Josh Talge, CMO**

With numerous award-winning products and patented acoustic technology, Polk Audio has been delivering a premium audio experience for over 40 years. Polk's Striker gaming headsets are recognized for their superior sound

performance and comfort. This E3, Polk will debut its new suite of audiophile grade headsets for Xbox One, PS4, PC and Wii U.

**PRIMA GAMES/BRADYGAMES**  
**3013 SOUTH**

New York, NY, USA  
[www.primagames.com](http://www.primagames.com)

**Mike Degler, VP & Publisher; Mark Hughes, Sales Director; Katie Hemlock, Marketing Manager; Aaron Lockhart, Senior Licensing Manager; Julie Asbury, Managing Editor, Digital**

Prima Games, an imprint of Penguin Random House, joined forces with the team at BradyGames in 2015. Uniting these 2 iconic guide publishers brings 40+ yrs. of expertise, creativity & passion to the video game industry. Whether in print, map apps, video strategy, eGuides, or online @ PrimaGames.com, we help gamers get the most out of their games.

**PRO VS. GI JOE**  
**847 SOUTH**

Irvine, CA, USA  
[www.provsgijoe.org](http://www.provsgijoe.org)

**QIHU TECHNOLOGY CO., LTD.**  
**4012 WEST**

Beijing, China  
[www.wan.360.cn](http://www.wan.360.cn)

**Dazhan Shi, Business Director; Jing Zhang, Vice Business Director; Congshu Zhang, Account Manager**

We offer comprehensive Internet and mobile security products and services for free to over 400 million Internet users. Our products and services include: Core Security Products, Cloud Storage, Platform Products, Online Advertising, and Internet Value-added Services.

**R.D.S. INDUSTRIES INC**  
**5436 WEST**

Torrance, CA, USA  
[rdsindustriesinc.com](http://rdsindustriesinc.com)

**Richard Smith, President/CEO; Dave Albert, Sales at Large; Dick Lehrberg, International Sales; Cathie Lehrberg, International Sales; Duane Smith, Show Coordinator**

Nintendo licensed 3DS, Wii U & Amiibo essentials packs, cases & accessories. Pokemon co-branded 3DS essentials packs, cases & accessories. Sanrio co-branded 3DS essentials packs, cases & accessories. Sony licensed PS4 & PS Vita essentials packs, cases & accessories. Nintendo, Sanrio, Tech Traveler, Bigben Tablet & Mobile cases & accessories.

**RAM ROM GAMES VIDEO GAME DISTRIBUTOR**  
**2558 SOUTH**

Madrid, Spain  
[www.ramromgames.com](http://www.ramromgames.com)

**Sundee Chugani, Director; Parvesh Chugani, Director**

Ram Rom Games is a respected and accomplished company established in 2007. Acting as distributors in Spain for many of the sector's leading brands such including Nintendo, Sony & Microsoft, Ram Rom Games holds a customer base that ranges from specialist stores to retail chains present globally, as well as international wholesalers & importers.

**RAZER**  
**4800 WEST**

Carlsbad, CA, USA  
[www.razerzone.com](http://www.razerzone.com)



## • RIZING GAMES

2823 SOUTH

Cambridge, UK  
www.rizinggames.co.uk

**Michael Warburton, Course Leader/Producer; Sue Breeze, Sector Leader/Producer**

Rizing Games is a independent games publishing company based at Cambridge Regional College (CRC) UK, specialising in iOS, Android and PSN platform games. Rizing Games provides learners on CRC's Games Development Course the amazing opportunity to design, develop and publish games, from Puzzle to Platform, Family to Strategy.

## ROUNDTABLE STUDIO

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**Teddy Bengtsson, CEO; Lisandro Caterina, Senior Operations Manager**

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www.sega.com

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5530 WEST

Shenzhen, Guangdong, China  
www.ppgun.com

**Siming Cao, CEO; Haihua Zhu, Event Marketing & Promotions Representative**

Simeng Tech LLC was created in October 2013.

After a year developing and researching, we created a gun-shaped controller for portable equipment--the PP Gun. PP Gun is the first gun-shaped controller for portable equipment in the world. Simeng Tech LLC is mainly focusing on creating the best peripherals for gamers in the world.

## • SMILEGATE

435 SOUTH

Seongnam, Gyeonggi, Korea  
www.smilegate.com

Smilegate is the game company behind CROSSFIRE. We continue to build on our success by developing new and exciting titles in a wide variety of genres. With experience in operating and managing game services around the world, Smilegate is steadily laying the path to become a global company.

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5234 WEST

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**Jim Tsai, VP; Dan Doughty, Director of Business Development; Tim Hesse, Executive Producer; Grace Zhou, Marketing/PR Specialist; Amy Huang, Trade Show & Event Marketing Manager (HQ)**

Snail (Suzhou Snail Digital Technology Co., Ltd.) is a digital entertainment developer with a global presence. The company was founded in 2000 and was China's first studio to create its own 3D online gaming. With more than 50 digital entertainment titles operating worldwide, Snail is a pioneer in cross-platform gaming and innovative gaming hardware.

## Snakebyte / Venom

OFMR 8604 CONCOURSE

San Diego, CA, USA  
www.snakebyte-group.com  
www.venomuk.com

## SONIC GAMES INC.

5630 WEST

Vernon, CA, USA  
www.sonicgaming.com

**David Dardashti, President; Fred Dardashti, VP; Mayra Tapia, Sales Representative; Eduardo Hernandez, Sales Representative; Isael Rodriguez, Sales Representative**

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us.playstation.com

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## SONY COMPUTER ENTERTAINMENT EUROPE LIMITED

PMR 515A, PMR 519

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eu.playstation.com

## SQUARE ENIX, INC.

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El Segundo, CA, USA  
www.square-enix.com



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Chicago, IL, USA  
www.steelseries.com

**Mallory Loar, Global PR & Marketing Coordinator; Tori Beebe, Global PR Director; Jamie Kieffer, CMO**

SteelSeries is a gaming brand that leads the market in building peripherals with quality, innovation and purpose. The company's passion has been the driving force behind many first-to-market innovations and technologies that continue to become the industry standard and have-to-have requirements of gamers.

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New York, NY, USA  
www.take2games.com

**Henry Diamond, Senior VP, Corporate Communications & Investor Relations; Alan Lewis, VP, Corporate Communications & Public Affairs; Ryan Jones, 2K - Senior Director of PR, North America; Markus Wilding, 2K - Senior Director, PR, International**

Take-Two is a leading developer, publisher and marketer of interactive entertainment through its two wholly-owned labels Rockstar Games and 2K. Our products are designed for consoles, PCs, smartphones and tablets, and are delivered through physical retail, digital download, online platforms and cloud services. (NASDAQ: TTWO)

## • TEAM17 DIGITAL LTD OFMR 2959 SOUTH

Wakefield, West Yorkshire, UK  
www.team17.com

**Chris Eden, Senior Business Development, Consoles; Bethany Aston, Senior PR Executive**

Founded in 1990, Team17 Digital Limited is a leading independent developer and digital publisher headquartered in West Yorkshire (UK). Team17 publishes games for PC, console, mobile and handheld devices and other digital platforms. Visit www.team17.com for more info.

## TELLTALE GAMES OFMR 8101 CONCOURSE

San Rafael, CA, USA  
www.telltalegames.com

**Kevin Bruner, Founder, Director, President, CEO; Steven Allison, Senior VP of Publishing; Richard Iggo, Senior Director of Marketing; Job Stauffer, Senior Director of PR; John Miller, Director of Third Party Publishing**

Telltale Games was recognized by Metacritic as the No. 1 publisher for quality content in 2014 with award-winning series, including The Walking Dead, The Wolf Among Us, and Game of Thrones. 2015 and beyond will see the release of Minecraft: Story Mode, and their groundbreaking "super-show" format products.

## TENCENT AMERICA LLC PMR 405

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www.tencent.com

**Randy Lee, Head of Business Development, North America; Sheloman Byrd, Senior Producer**

As the largest game company in the world, Tencent partners with leading game developers and publishers to bring the best games to the world's biggest audience. Specializing in online/mobile free-to-play, Tencent's publishing line includes many of the industry's most popular titles including League of Legends, Call of Duty Online, NBA 2K and FIFA.

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Mill Creek, WA, USA  
www.tinybuildgames.com

**Luke Burtis, Managing Partner; Alex Nichiporik, CEO**

tinyBuild Games is an indie developer and publisher. We work with partners around the world to help shape their games and bring them to market.

## TREBBBLE 2459 SOUTH

Athens, Attica, Greece  
www.trebbble.co

## TURTLE BEACH 1347 SOUTH

Valhalla, NY, USA  
www.turtlebeach.com

**MacLean Marshall, PR/ Communications Director; Melissa Brown, Events & Trade Show Manager; Keith Hennessey, EU PR/ Communications Manager; Dunja LaRosa, Senior Director, Business Management & Sales**

Turtle Beach designs leading-edge audio products for the consumer, commercial, and healthcare markets. As Turtle Beach, the company markets quality console and PC gaming and mobile/tablet headsets for a variety of gamers' needs/ budgets. As HyperSound, the company markets pioneering directed audio solutions in retail, consumer electronics, and healthcare.

## TWITCH 2803 SOUTH

San Francisco, CA, USA  
twitch.tv

**Kym Nelson, West Coast Senior VP of Sales; Anthony Danzi, East Coast Senior VP of Sales; Matt DiPietro, VP Consumer Marketing; Andrea Garabedian, Director of Sales Marketing**

Twitch is the world's leading social video platform and community for gamers. Each month, more than 100 million community members gather to watch and talk about video games with 1.5 million broadcasters. Twitch's live and video on demand platform caters to the entire video game industry.

## U1 GAME DIGITAL ENTERTAINMENT BEIJING CO., LTD. 4012 WEST

Beijing, China  
www.iccgame.com

**Xinjing Zhang, COO**

cc Game (Beijing) Co.Ltd, established in May 2007, is China's leading online game developer and operator, representing the cutting-edge Chinese game industry. The business covers development and operation of large client games, webgames, and mobile games.

## • UBISOFT ENTERTAINMENT 1023 SOUTH, PMR 308A, OFMR 2951 SOUTH, OFMR 3050 SOUTH

Montreuil, France  
www.ubi.com

**Leon Winkler, International Events Associate Manager; Julie Quach, Senior Project Manager; Thomas Prado, Project Manager; Michael Burk, Corporate Communications Director**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms.



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www.eae.utah.edu**UOL BOACOMPRA**

OFMR 8308 CONCOURSE

Sao Paulo, Brazil  
www.boacompra.com

Julian Migura, Commercial Director; Christian Borneman, Director of Business Development, Americas; Joao Pott, eSports Director

UOL BoaCompra monetizes and services more than 4,500 games across multiple platforms in Brazil and Latin America, Portugal, Spain and Turkey. More than 200 online game companies partner with UOL BoaCompra to bring their games to emerging markets, including VALVE, EA, Bigpoint, SmileGate, and Aeria Games.

**UZONE**

2850 SOUTH

Shanghai, China  
www.uzonegames.com

Daoliang Chen,  
Business Director

Established in Shanghai in 2014, UZONE specializes in games' overseas distribution and publishing. The company is one of the leading platforms for overseas distribution of Chinese online games, and has established deep cooperation with publishers all over the world.

**VANCOUVER FILM SCHOOL**

3023 SOUTH

Vancouver, BC, Canada  
www.vfs.edu**• VERSUS EVIL LLC**

5522 WEST

Austin, TX, USA  
www.vsevil.net

Steve Escalante, General Manager; Georgina Verdon, Marketing Director; John Riehl, PR Director, North America (Wonacott); Lance James, Community Director; Audra McIver, PR Director, Europe (Plan of Attack)

Versus Evil is an indie video game publisher founded on the principles of helping indie developers be financially and creatively successful. Led by group of industry veterans, services include full publishing support including brand marketing, community/social, PR, creative, production, QA, legal, distribution and general business support.

**VIDEO GAME  
VOTERS NETWORK**

WEST HALL LOBBY

Washington, DC,  
www.videogamevoters.org

The Video Game Voters Network is an advocacy group focused on celebrating the positive impact of video games in our society and encouraging gamers to participate in the political process. Through legislative outreach, voter registration campaigns and interaction with new media and mainstream media, this network of more than 850,000 individuals protects the rights of gamers and game makers by giving them a voice in American politics.

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www.vghmuseum.org**VIRTUUX INC.**

5604 WEST

Houston, TX, USA  
www.virtuux.com**VIRTUOS**

OFMR 8100 CONCOURSE

Shanghai, China  
www.virtuosgames.com

Gilles Langourieux, CEO

Virtuos is one of the largest game developers, providing the highest quality games and art to publishers and developers worldwide. We have more than 1,000 staff across eight locations worldwide and our clients include 15 of the top 20 digital entertainment publishers.

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Rochester, NY, USA  
www.vuzix.com

Mike Hallett, Director of Sales

Vuzix Corporation is a leading supplier of video eyewear and smart glasses products in the consumer, commercial and entertainment markets.

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www.wargaming.net

Chris Cook, Director of  
Communications; Dorothy

Ferguson, Director of Business Development; Jennifer Mao, Senior Manager, Licensing & Partnerships; Bryan Nunes, Business Development

Wargaming is an online game developer and publisher and one of the leaders in the free-to-play MMO market focused on its team-based MMO war series dedicated to the mid-20th century warfare that include the tank warfare title World of Tanks, the flight combat World of Warplanes, and the naval World of Warships.

**• WARHORSE STUDIOS**

OFMR 8209 CONCOURSE

Prague, Czech Republic  
www.kingdomcomerpg.com

Martin Klima, CEO; Daniel Vavra, Creative Director; Jiri Rydl, Marketing & PR; Sebastien Pacetti, Business Director

Warhorse was founded in 2011 by Dan Vavra, creator of Mafia and Mafia 2, and Martin Klima, formerly of ALTAR (Original War, UFO:\* trilogy). We have an experienced team of industry veterans, with combined track record of dozens games published and millions copies sold.

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Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment Group, is a leading worldwide publisher, developer, licensor and



distributor of entertainment content for the interactive space across all platforms, including console, handheld, mobile and PC-based gaming for both internal and third-party game titles.

#### • WHAT'S IN THE BOX? ENTERTAINMENT

2651 SOUTH

Austin, TX, USA  
[witbentertainment.com](http://witbentertainment.com)

Jonathan Jansma, CEO; Autumn Mason, COO

What's in the Box? Entertainment is a very tiny indie company of two people. The game we're working on is a 3D Adventure Puzzle game with fantasy and music based themes. We're small, passionate, and love adventure.

#### WIKIA

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San Francisco, CA, USA  
[www.wikia.com](http://www.wikia.com)

Craig Palmer, CEO; Walker Jacobs, COO; Bob Huseby, Senior VP, Global Sales; Kelvin Cery, Director, International Sales; Nate Hunt, VP, West Coast Sales

Wikia, The Social Universe for Fans, by Fans, is the home for social fandom and the ultimate source for pop culture, entertainment and gaming expertise. It's the definitive place for fan-authored content on subjects they know and love. Using Wikia, anyone can form new or join 350,000+ communities on desktop, mobile web and 100+ mobile apps.

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Watford, Hertfordshire, UK  
[www.wiredproductions.com](http://www.wiredproductions.com)

#### WIT ENTERTAINMENT

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Doral, FL, USA  
[www.witgames.com](http://www.witgames.com)

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Renton, WA, USA  
[www.wizards.com](http://www.wizards.com)

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We create great branded play experiences! At Wizards, everything starts with great stories, art and innovative game play. From Magic the Gathering to Dungeons & Dragons, our brands offer fans compelling play experiences across multiple media, platforms and expressions including video games, board games, apparel and much more.

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 Victoria, Australia  
[www.c31.org.au](http://www.c31.org.au)

#### X-GAMES INC

2658 SOUTH

Miami, FL, USA  
[www.x-gamesinc.com](http://www.x-gamesinc.com)

Fernando del Bosque, VP; Walter Caridad, President; Roxana del Bosque, Operations

With a 12,000 square foot facility based in Miami, Florida, X-Games Inc. is a gaming (consoles, accessories, and video games) logistics company, fulfilling distribution needs in the Caribbean, Central and South America. Today

X-Games Inc distributes:

Electronic Arts, Ubisoft, Take-Two, Warner Bros., Disney, Square-Enix, NAMCO-BANDAI, Capcom, Konami, etc.

#### XPEC ENTERTAINMENT INC.

OFMR 3046 SOUTH

New Taipei City, Taiwan  
[www.xpec.com](http://www.xpec.com)

Tiffany Tsou, Assistant Manager, Business Development; Michael Talec, Manager, Business Development; Steven Chen, Director, Business Development

Founded in August 2000, XPEC Entertainment is one of the leading game developers in Asia with both independent development and international publishing capabilities. Presently, XPEC continues to grow its development strength and is actively looking for co-development and licensing partners around the globe.

#### • XSEED GAMES

5212 WEST

Torrance, CA, USA  
[www.xseedgames.com](http://www.xseedgames.com)

Shinichi Suzuki, President & CEO; Ken Berry, Executive VP; Jimmy Soga, Product Manager

XSEED Games/Marvelous USA, Inc. was formed in 2004 to cross-pollinate the avid gaming cultures of Japan and North America. Delivering unique, innovative titles across multiple platforms and genres, XSEED Games is dedicated to publishing products that appeal to and enrich the North American market.

#### YOUTUBE

801 SOUTH

Mountain View, CA, USA  
[www.youtube.com](http://www.youtube.com)

#### • ZYNGA

OFMR 8313 CONCOURSE,  
 OFMR 8412 CONCOURSE

San Francisco, CA, USA  
[zynga.com](http://zynga.com)

Bryan Pope, Director, Product Communications; Melissa Fisher, VP, Investor Relations & Corporate FP&A

Zynga Inc. and NaturalMotion are leading developers of the world's most popular social games played by millions of monthly consumers. The companies have created evergreen franchises such as FarmVille, Zynga Casino and Words With Friends, as well as hit mobile games including CSR Racing, CSR Classics and Clumsy Ninja.





Battlefleet Gothic: Armada

# RAMPING UP ROLE-PLAYING

FOCUS HOME INTERACTIVE BRINGS CLASSIC ROLE-PLAYING TO MODERN CONSOLES

**T**his year, Focus Home Interactive shares the joy of classic role-playing with the modern console audience. Working with a range of developers, the publisher is creating new RPGs and transforming classic PC and tabletop RPGs into console hits.

The first of the new titles is the fantasy RPG *Divinity: Original Sin – Enhanced Edition*. Having impressed critics and gamers with its turn-based combat and co-op dialog system, the *Enhanced Edition* will contain new content as well as a new co-op-friendly splitscreen, remastered dialog, and a full interface revamp. Divine intervention happens in holiday 2015 when the game arrives on PlayStation 4, Xbox One, and PC.

Next is post-apocalyptic sci-fi RPG *The Technomancer*. Due out in early 2016 for PS4, Xbox One, and PC, the game is set on Mars and

features action-oriented combat, four electricity-based skill trees, and three fighting styles. In it, gamers craft weapons and armor, recruit companions, make game-changing decisions, and ultimately solve a massive mystery.

In 2017, *Vampyr: The Role-Playing Game* will sink its fangs into PS4, Xbox One, and PC gamers, transporting them to early 20th-century Britain. There, as a doctor-turned-vampire, they will encounter a deadly epidemic, and struggle with the decision to save lives... or to take them.

Along with delivering new franchises, Focus Home Interactive brings to digital life some of Games Workshop's best-loved tabletop RPGs. *Mordheim: City of the Damned* adapts the classic game for PS4, Xbox One, and PC. In both solo and multiplayer modes, players duke it out with rival factions over territory and collect

precious Wyrdstone fragments. The fight for Mordheim begins holiday 2015.

Also due out this holiday season, turn-based strategy game *Blood Bowl 2* redefines "fantasy football." In this unexpected hybrid of Warhammer and American football, gamers play classic Blood Bowl matches, manage teams, organize championships, and trade players via the Transfer Market. A new solo campaign lets gamers bring the has-been Reikland Reavers back to glory, and a new graphics engine means the new Bretonnian Knights look great on PS4, Xbox One, and PC.

Moving from the gridiron to the galaxy, *Space Hulk: Deathwing* lets fans join the Deathwing Company of the Space Marine Terminators. Five skill trees mean lots of customization, powers, weapons, and relics. The game will be available for PS4, Xbox One,

and PC at a still-to-be-announced date in 2015.

Continuing to flex its RPG power in the cosmos, Focus Home delivers a classic tabletop game. *Battlefleet Gothic: Armada* will be available early 2016 as a real-time strategy game (platforms are still unannounced). In *Battlefleet Gothic*, players will lead their forces against the Chaos Black Crusade, enjoying customizable weapons, defense/support systems, and a useful crew veterancy system.

Coming back to Earth, Focus Home Interactive also recently brought *Farming Simulator 15* to Xbox 360 and Xbox One. The game offers a detailed world with 140 authentic farming implements, a new Nordic environment, and enough harvesting, selling, animal husbandry, and woodcutting to keep any would-be farmer happy.



Blood Bowl 2



Divinity: Original Sin – Enhanced Edition



Mordheim: City of the Damned





Metal Gear Solid V: The Phantom Pain



Metal Gear Solid V: The Phantom Pain

# GEARING UP FOR METAL GEAR SOLID V

KONAMI'S STEALTH-ACTION SERIES PLOTS AN E3 RETURN

**K**onami Digital Entertainment, Inc. is getting ready to release the much-anticipated *Metal Gear Solid V: The Phantom Pain* early this fall, and considering the series' legendary legacy, it is no surprise that the publisher has made the game the focal point of its E3 showing.

Due out on September 1 for PlayStation 4, Xbox One, PC, PlayStation 3, and Xbox 360, *The Phantom Pain* returns players to the expansive action franchise, this time with a tale set in 1984 during the Soviet-Afghan War. As Venom Snake, players must sneak through environments and utilize various stealth techniques and weapons to remain safely unseen and carry out their missions.

Last year, Konami released *Metal Gear Solid V: Ground Zeroes*, a prequel entry that helped set the stage for this larger story. *The Phantom Pain* builds on the series' emblematic gameplay design by setting much of the action in open environments—which means fewer walls to hide behind, and even more precision needed to stay out of sight.

After 28 years and many millions of copies sold, the *Metal Gear Solid* franchise continues to enthrall players with its intense action scenarios and distinctive storytelling. It will not be the lone operative in Konami's E3 lineup, however: The company is also showing *Pro Evolution Soccer 2016*, the latest entry in its popular simulation franchise, which is also due out on multiple platforms this fall.

## XBOX REVISITED

FORMER XBOX CHIEF ROBBIE BACH LAUNCHES NEW BOOK

**E**3 is largely about establishing momentum and positive buzz," says former Microsoft Chief Xbox Officer Robert W. Bach. "It is mostly a PR battle to determine who has the 'mojo' going into the key sales cycle in the fall... For the Xbox team, any E3 where we had big game news, particularly about our franchise-defining product, *Halo*, generated our best results. After all, gaming is about the Games."

Bach should know: In his upcoming book "Xbox Revisited," he describes his time at Microsoft, launching the original Xbox at E3 2001, the initial launch of *Halo*, Xbox Live, and much more.

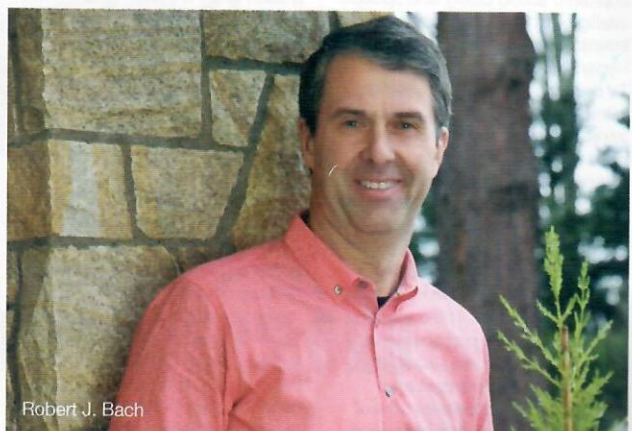
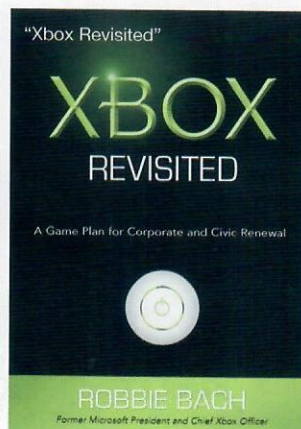
Bach learned many lessons from his successful years at Microsoft. It is those lessons, and others from his fascinating life, which he describes in "Xbox Revisited." A guide for reforming suboptimal

political processes, the book lays out a path for meaningful change through a ground-up process—one developed by Bach during his years shepherding Xbox from nonexistent to one of the leading game consoles in the United States.

Regarding one aspect of his approach, which he calls the 3P Framework, Bach says: "It is very easy to fall into the habit of 'diving in' to a problem, relationship, or civic activity without thinking first about how you are going to proceed. The 3P Framework

forces you to think in a structured way about the entire 'forest' of the issue so that you don't get lost in the trees."

For more information on "Xbox Revisited," visit Bach's website at [www.robbiebach.com](http://www.robbiebach.com).



Robert J. Bach





# THE FORCE IS WITH THEM

PERIPHERAL MAKER TURTLE BEACH TURNS HEADS AT E3 2015

**T**urtle Beach celebrates its 40-year anniversary this year. To mark the occasion, the company is showing an expansive lineup of new hardware at E3, designed to create ever more immersive audio experiences for gamers.

HyperSound Clear is Turtle Beach's groundbreaking audio solution for the hearing-impaired. The upcoming line is designed to enhance home entertainment for people who suffer from hearing loss. HyperSound Clear uses the company's patented directional audio technology to provide improved sound clarity and speech intelligibility for a crisp, clear TV listening experience. By connecting HyperSound Clear to an existing TV or home theater setup, players with hearing loss can enjoy the latest entertainment without the need to wear headphones, and without disturbing friends or family nearby. The HyperSound Clear speakers project sound directly to the targeted listener in a narrow beam, cutting through ambient noise and alleviating the need to turn up the volume. The company announced a new partnership with American Hearing Aid Associates, one of the nation's largest and most highly regarded networks of hearing health care providers, and

plans to offer the technology in products later this year.

In terms of more traditional hardware, Turtle Beach is the only accessory maker to create a fully wireless headset for Xbox One—both game and chat audio are wirelessly transmitted to the user simultaneously. Last year, the company introduced its first product in this line, the Stealth 500X. At this year's E3, Turtle Beach is showing the Stealth 420X, which packs most of the 500X high-end audio features into a compact, powerful, and affordable wireless audio experience. The Stealth 420X will retail for \$179.95, beginning this July.

With a special ear for licensing opportunities, Turtle Beach has partnered with dozens of big companies in the past. At E3 2015, Turtle Beach announced that it has two exclusive headsets licensed with Lucasfilm—coming out in time for the upcoming *Star Wars Battlefront* video game, and for the upcoming *Star Wars: The Force Awakens* movie.

The X-Wing Fighter Pilot headset features a brand new over-ear design built for extended comfort, a removable mic, and traditional orange *Star Wars*

Rebel Alliance-themed styling. The headset is multiplatform compatible, for use with Xbox One, PlayStation 4, PC, and mobile. The Imperial Sandtrooper, available for use on all of the same platforms, has 50mm speaker drivers and swappable speaker plates, featuring different *Star Wars* characters and iconic franchise moments. Both headsets launch this fall, in conjunction with the game and movie launches—and are being shown for the first time ever at E3 2015. Turtle Beach is showing its Ear Force headphone line, including the Stealth 450,

Recon 50, Recon 50P, Recon 30X, Recon 60P, and PX24 models.

Finally, the company is showing its IMPACT 700 Premium Mechanical Gaming Keyboard, designed with MX Brown key switches, a steel-reinforced chassis, and red back-lit keys, as well as the GRIP 500 Laser Gaming Mouse, which can be paired with the IMPACT 700. The IMPACT 700 and GRIP 500 are available for \$199.95 and \$69.95, respectively, and are—as with the rest of these offerings—available to check out at Turtle Beach's booth.





# VISIT THE VIDEO GAME VOTERS NETWORK IN THE WEST HALL LOBBY AND GET A **FREE T-SHIRT**

**ARE YOU TIRED OF GAMES BEING TREATED UNFAIRLY? DO YOU WANT TO  
HELP DEFEND THE GAMES YOU PLAY AGAINST CENSORSHIP?**

Join the Video Game Voters Network (VGVN), the free grassroots coalition that educates and mobilizes the gamer community. The VGVN supports legislative efforts to improve the environment for computer and video game artists and enthusiasts, as well as legislators who ensure games receive the same First Amendment protection as movies, books, and other art. The VGVN enables gamers to stay updated on policy issues and take action by contacting federal, state, and local officials to express their views. Rest assured the VGVN does not sell or share any information it collects.



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**[WWW.VIDEOGAMEVOTERS.ORG](http://WWW.VIDEOGAMEVOTERS.ORG)**





Loading Human

# THE FUTURE IS VIRTUAL

## LOADING HUMAN LEADS A DIVERSE LINEUP FROM MAXIMUM GAMES

**E** 3 2015 may well be remembered as the year that virtual reality (VR) took center stage in the video game industry. Take Maximum Games' *Loading Human* as just one example: Crafted for the PlayStation 4's "Project Morpheus," the game immerses players in a far-future world designed to be explored in intricate detail. Set in 2185, the three-part story sends players on a mission deep in space to retrieve a mysterious energy source. Along the way, players must navigate the main character's memories, jumping from time to time and place to place to assemble the information necessary to save him. The game offers up a variety of rich environments to explore in VR, from a science outpost at the North Pole to an underwater lab. With the help of a pair of PS4 motion controllers, players can manipulate objects in the environments naturally and intuitively. The first of *Loading Human*'s three chapters arrives on "Project Morpheus" in spring 2016, with the remaining two episodes arriving at a later date.

From the far future, Maximum Games travels to the near past with *Alekhine's Gun*. This third-person

stealth game is set at the height of the Cold War, with players taking on the role of a former Soviet assassin—the titular Alekhine—who is now working with the CIA. With 11 nonlinear levels set across the United States, Europe, and Cuba, *Alekhine's Gun* features a robust suite of stealthy tools for players. They can don disguises, pick locks, craft distractions, stage accidents, and even employ poisons to achieve their objectives without being detected. The better they do, the higher their stealth rating, and the better the rewards upon level completion. All the while, real historical events unfold around the characters, leading up to the terrifying moments of the Cuban Missile Crisis. Players on Xbox One, PS4, and PC get a chance to sneak through the Cold War this fall.

Taking things in a much more fantastical direction is *Lichdom: Battlemage*, a first-person shooter that replaces the traditional arsenal of firearms with massive amounts of magic. Stepping into the robes of a powerful mage named Dragon, players do battle against cult members, demons, and the undead on the way to making the evil Count Shax pay for murdering Dragon's spouse. The only weapon



Alekhine's Gun



Lichdom: Battlemage

at players' disposal is raw magic, but Dragon needs nothing more: He can unleash unlimited spells, crafted and customized to suit the player's own style via near-limitless combinations of eight sigils. Would-be spell-casters can craft their own magics when *Lichdom: Battlemage* arrives on Xbox One and PS4 this holiday season.

Finally, Maximum Games rounds out this year's offering with *Dr. Nano*, a downloadable third-person germ-targeting shooter

for the whole family. Players on Xbox One, PS4, and PC wear the lab coat of the titular doctor, who uses shrinking technology to enter the bodies of infected humans. Employing specialized medical equipment, players engage in battle with alien antigens and the bodies' own immune systems, traveling through inner space via a variety of technological means. With a lighthearted, retro-futuristic style, Dr. Nano begins accepting patients this winter.



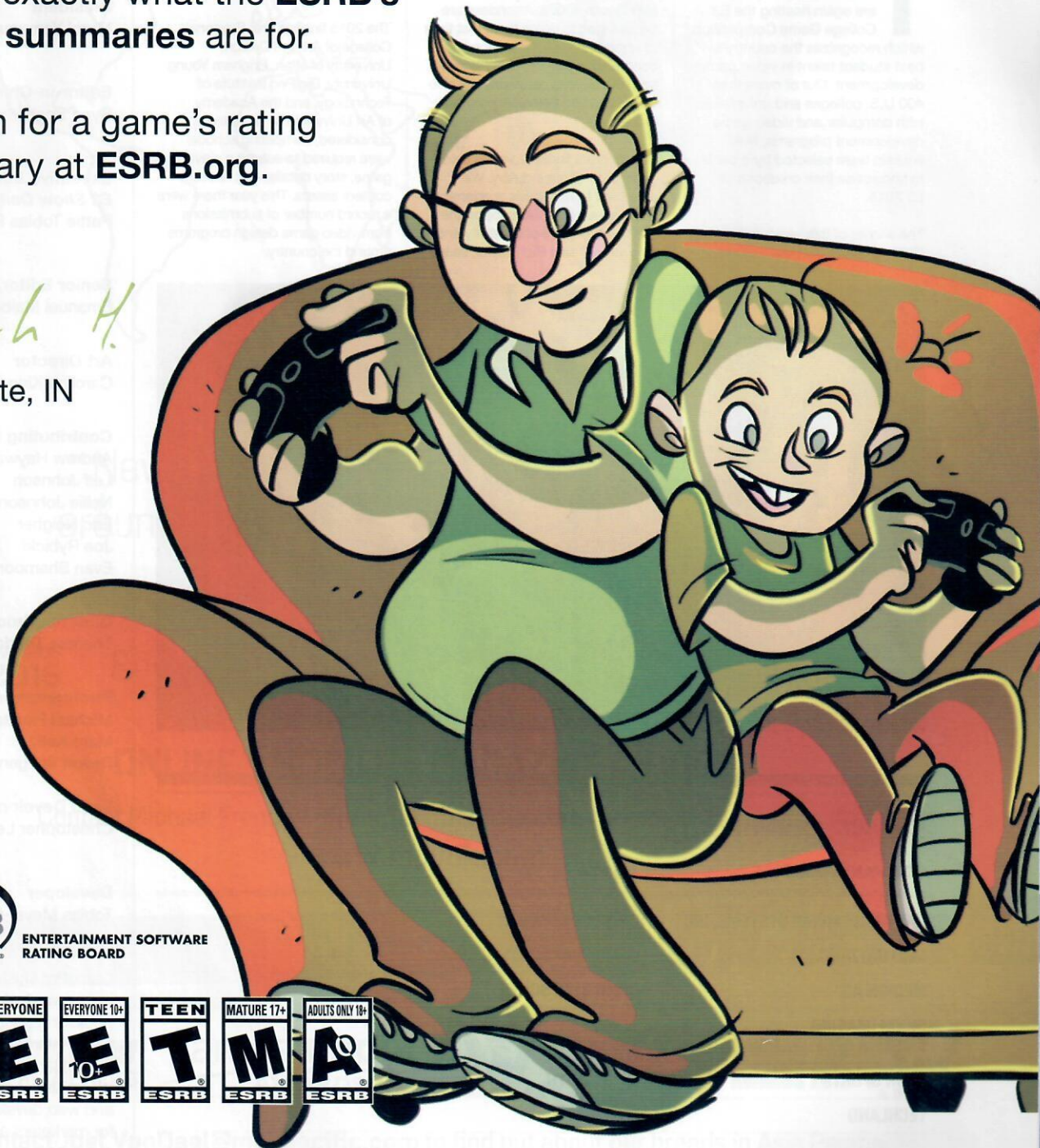
This is **Richard**. He knows it's his job to teach his son **Scotty** what this whole gaming thing is about. The age rating helps him **pick the right games**, but being a good dad means he always wants to know more.

That's exactly what the **ESRB's rating summaries** are for.

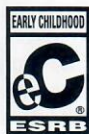
Search for a game's rating summary at **ESRB.org**.

*Rich H.*

Lafayette, IN



ENTERTAINMENT SOFTWARE  
RATING BOARD





# E3 HOSTS 3RD ANNUAL COLLEGE GAME COMPETITION

STUDENT DEVELOPERS SHINE IN THE SPOTLIGHT OF E3

**T**he Entertainment Software Association (ESA) and E3 are again hosting the E3 College Game Competition, which recognizes the country's best student talent in video game development. Out of more than 400 U.S. colleges and universities with computer and video game development programs, five finalists were selected by a panel to showcase their creations at E3 2015.

The winner of this year's E3 College Game Competition will

be announced on **Thursday, June 18, at 10:30 AM, in South Hall Booth #3023**. Attendees are encouraged to come by at that time to watch the award ceremony and congratulate the winners. Photos from the awards ceremony will also be featured on E3Insider.com later in the day.

"These great finalists are the next generation of our industry. We are proud to honor this academic talent so we can help support the positive trajectory of creativity and innovation," said Rich Taylor, senior

vice president of communications and industry affairs at the ESA.

The 2015 finalists are: Savannah College of Art and Design, University of Utah, Brigham Young University, DigiPen Institute of Technology, and the Academy of Art University. In order to be considered, competing schools were required to submit a playable game, story details, and relevant content assets. This year there were a record number of submissions from video game design programs around the country.



E3 College Game Competition

## SHOWFLOOR UPDATE

COMPANY NAME	BOOTH
HARMONIX MUSIC SYSTEMS, INC.	OFMR 3047 SOUTH
MAD CATZ INC.	OFMR 3047 SOUTH
MEDION AG	OFMR 3146 SOUTH
RICOH IMAGING AMERICA CORPORATION	2559 SOUTH
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**Clockwise from top-left:**

An eager crowd gathers to await the opening of E3 2015; happy attendees can't wait to play some video games; *World of Final Fantasy* debuts at Sony's press conference; video games equal big fun at Square Enix; Teen Choice multi-award-winning R&B artist Jason Derulo *Just Dances* at Ubisoft's media briefing.



# PHOTO GALLERY

FROM THE UBISOFT AND SONY CONFERENCES & THE E3 SHOW FLOOR

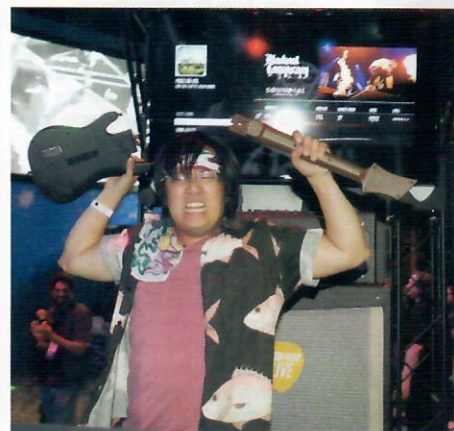
For even more exclusive photos straight from E3 2015, head to [www.e3insider.com](http://www.e3insider.com)



**2015**

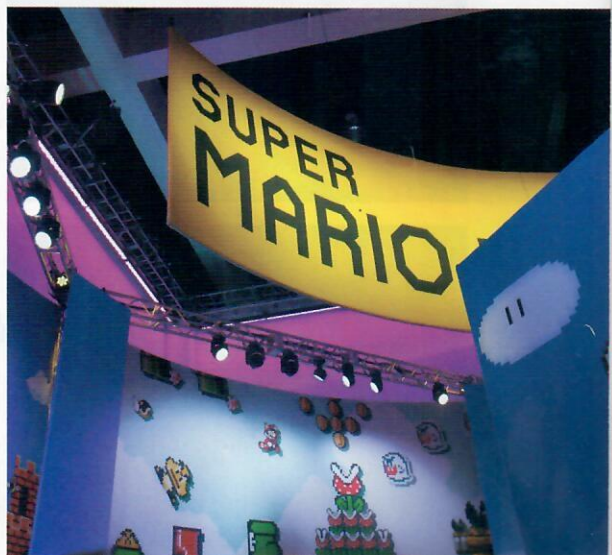






**Clockwise from top-left:**

Sony's crowd goes wild for *The Last Guardian*; comedienne and Ubisoft emcee Aisha Tyler puts all those awesome games on blast; the world's most rockin' *Guitar Hero Live* fan totally brings down the house; as you may have heard, *Super Mario* is big for Nintendo; Los Angeles Mayor Eric Garcetti (left) cuts the E3 2015 ribbon with ESA President and CEO Michael D. Gallagher (center) and L.A. Tourism & Convention Board President and Chief Executive Ernest Wooden Jr. (right).





# SOCIAL NETWORKS FOR GAMERS

## TWITCH AND YOUTUBE SHOWCASE VIDEO GAMES' SOCIAL SIDES

**V**ideo games have been bringing people together since the first games of *Pong*—and thanks to online video streaming, what began as a simple pastime has evolved into a massive mainstream entertainment business.

Video websites like Twitch and YouTube have exploded in recent years, both as gamer-friendly information resources and as purveyors of original programming. Twitch has become a major player in the livestream arena over the last two years, attracting more than a million viewers to its e-sports event, the Intel Extreme Masters broadcast from Katowice, Poland. In addition to drawing huge numbers on channels dedicated to games like *Destiny*, *League of Legends*, and *Minecraft*, Twitch also has its share of stream-stars, among them *Hearthstone* expert TrumpSC and *World of Warcraft* host MaximusBlack. For them, Twitch is the perfect platform for both game-inspired banter and effective self-branding. For their audiences, it represents the evolution of popular entertainment.

Video games offer a huge market to savvy social media companies—and at E3 2015, YouTube unveiled the YouTube Gaming app and website, designed to keep fans connected to their favorite games, creators, videos, and livestreams, all in one place. E3 attendees can get a sneak peek at the YouTube Gaming experience at YouTube's booth in South Hall.

The democratic nature of both sites allows anyone with a simple recording setup to create their own shows or even their own channels. Even better, the power of social media means that popular content creators can garner millions of views (and millions of dollars) sharing their video game expertise with fans around the world.

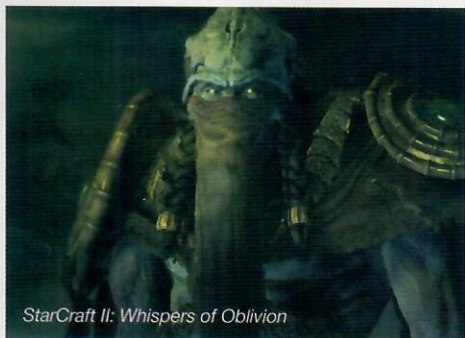
With ever-evolving technology, Twitch and YouTube are helping game fans to attend distant events, stay informed of the latest game news, and learn how to play games more competitively. Most importantly, these companies are providing accessible, mainstream platforms that encourage gamers to get creative while also bringing them together.



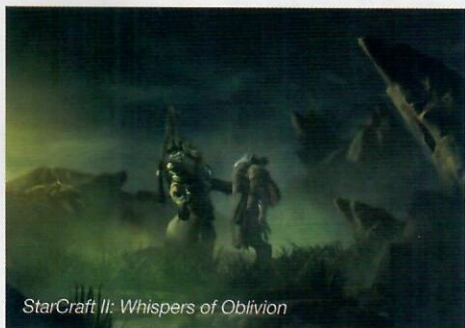
Twitch's E3 live show



YouTube Gaming



StarCraft II: Whispers of Oblivion



StarCraft II: Whispers of Oblivion

## APOCALYPSE NOW

### BLIZZARD EMBRACES THE END GAME

**B**lizzard Entertainment is an expert at finding the creative opportunities in cataclysm—and this year, the premier publisher drops players smack into the heart of the Apocalypse.

The conflict begins with the PC multiplayer online battle arena (MOBA) title *Heroes of the Storm*, released earlier this month. Blizzard's first entry into the MOBA market comes on strong with the addition of one of its most infamous villains: The Butcher. This cleaver-wielding beast from *Diablo III* joins the battle between good and evil in *Heroes of the Storm*'s upcoming Battleground map "Battlefield of Eternity." In it, players will fight alongside the Butcher as immortal champions of the High Heavens and the Burning Hells struggle for ultimate dominion.

The fateful fights continue in the final chapter of *StarCraft II* with *Whispers of Oblivion*, also for PC. This three-mission mini-campaign, coming later this year, serves as a lead-in to the wildly popular real-time strategy game's

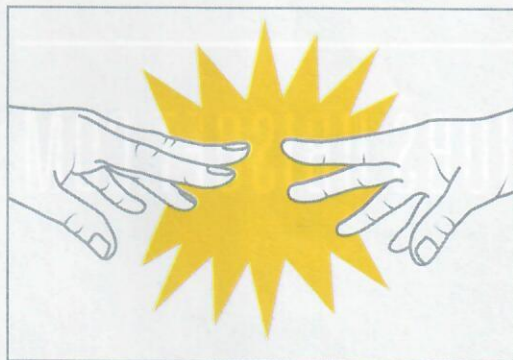
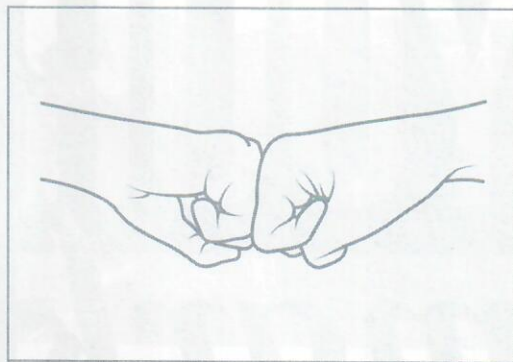
next and final major expansion—*StarCraft II: Legacy of the Void*. *Whispers of Oblivion* follows the efforts of the Protoss faction's Dark Templar, Zeratul. Bent on decrypting ancient prophecies, Zeratul calls on players to help him untangle the Xel'naga prophecy, stop Xel'naga and Amon, and prevent Zeratul's end-of-days vision from coming true.



Heroes of the Storm



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